



Raytheon Professional Services InnovationStation ExperienceSM

Benefits

- Provides a structured approach for creative thinking, with the ultimate aim of generating business value
- Drives new ways of thinking about and solving entrenched business problems
- Coalesces innovative ideas into a compelling business case for growth or improved performance
- Shapes the organization's future — and strengthens teams — through shared intellectual and emotional experiences
- Creates appreciation for — and derives tremendous value from — the diversity of thought within a team
- Triggers lasting, tangible, innovative change

If you could ask a child how they would solve your business problem, what would they tell you? The fresh thinking from a child's perspective often unveils creative solutions that are shrouded in our busy lives. As we get older, we bind our imagination in a lifetime of experiences, suppressing the creative genius in all of us. Do you have more creative potential than you are using? Rediscover the brilliance of your mind's eye and apply this energy to create your innovative business solution.

The InnovationStation Experience provides leaders a new perspective on their business. Built on a foundation of proven methodologies and years of experience, InnovationStation brings leaders together in an "intellectual and emotional thoughtspace" — so they can view their opportunities and challenges in a completely different light. This remarkably effective approach, which leverages not only a team's analytical abilities, but also its creativity and imagination, can generate breakthrough innovation, bolster business's competitiveness, and further unify the team around a common vision.

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The “intellectual and emotional thoughtspace” for value creation

InnovationStation is a proven method that results in new, creative ideas that can begin to transform an organization. It leverages the power of the team and individual simultaneously, by providing the opportunity to think creatively while examining an issue together, without the hierarchical structure that can often squelch diverse opinions. This experience goes to the heart of value creation by encouraging participants to be critical thinkers who shape the future.

The Experience

The InnovationStation experience is designed to lead a team through three phases of creativity in the following steps.

- 1 Be There**
Explore how you approach daily opportunities and challenges. Through a series of exercises, examine which side of your brain is dominating your perceptions. Take an introspective journey that will heighten your creative focus and become fully present.
- 2 Set the Stage**
Your team of key stakeholders collaborates to maximize diversity of thought, and practices techniques that enhance creative thinking. Describe the business ideas that are emerging, and together begin to set the stage for innovation.
- 3 Tell the Story**
Step off from current reality and write the chapters for future success. In a highly collaborative environment, imagine the possibilities. See the unseen, and design the storyboard that will change the game for your business. Transform visionary and symbolic reality into tangible, innovative results to bring your ideas to life.

Move forward in a new way

The benefits of InnovationStation last far beyond the experience itself. Participants learn to unleash their imagination, trust their instincts, collaborate more effectively, and abandon roadblocks, in favor of creative solutions.

About Raytheon Professional Services

Raytheon Professional Services is a global leader in learning services and outsourcing. We improve clients' business performance by redesigning how they train their employees, customers and partners; implementing their new training design; and managing their training in long-term outsourcing engagements.

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Customer Success Is Our Mission