

Catalyst Innovation Table

unconscious incompetence conscious incompetence conscious competence

Catalyst Innovation Table, accelerating body, essential to reduce frustration and increase success rate.

In chemistry, the catalysts are accelerators or retarders of reactions.

The catalyst table has distinct functions. With the catalyst table, we help innovation experimentation teams to:

- Accelerate decision making about an experiment:
 - Stop it and decide what to do with the results obtained
 - Change orientation or
 - Progress
- Establish learning procedures and share learnings.
- Detect and define trends applicable to the market and/or the organization.
- Accompany in the establishment of innovation rituals.



Characteristics of the table

- Made up by 4/5 members: 2 permanent and 2/3 rotating.
- Agenda of monthly meetings:
 - 30' previous meeting for the alignment of members.
 - 90' with teams, presentations and feedback.
 - 30' with teams, process improvements.
 - 30' meeting with members to exchange feedback and next steps.

unconscious competence

Outputs

PRIORITIZATION

In all organizations, there are several improvement opportunities that must be reformulated to turn them into challenges open to innovation. And the amount of opportunities generated must be prioritized.

ACCELERATION TECHNIQUES

Members learn and practice acceleration techniques to obtain results.

RITUALIZE

Rites help us to increase efficiency, generate predictability and, therefore, consolidate confidence.

MOTIVATE

The members of the table have an underlying function, giving prestige to the process. For this reason, the composition of this table is so important.

CONCEPTS – METHODS – TOOLS (CMT)

One of the two main focuses of the table is making sure that teams apply the new CMT learned and they do not tend to use the CMT from other disciplines.

RESULTS

The other focus is based on the achievement of results and learnings, which modify the organization's Culture.