



IdeaGen & ImpACT Workshops

by Sandeep Dambla

finding *new answers* in business.



IdeaGen & ImpACT Workshops

Brainstorming is an activity where an individual or group generates a large number of ideas to address issues such as cost, process, supply chain, product improvement, quality etc. From 8 years of experience, CGN has learned that traditional brainstorming sessions are generally not optimal. They usually result in huge, low-quality, broad or generic ideas. Lack of focus, pre-work assessments and scope creep are just a few reasons for this ineffectiveness.

CGN has developed an eight-step structured brainstorming process called “IdeaGen and ImpACT” workshops which follows a rigorous project management discipline and can be customized to different types of brainstorming sessions. Please refer to Figure 1.

CGN’s “IdeaGen” brings together the following key ingredients for the success

1. Focused approach
2. Collaboration
3. Comprehensive pre-work
4. Analytical strength
5. Time / Project management
6. Vast knowledge base in various fields
7. Experienced facilitators

Our clients have the advantage of CGN’s comprehensive knowledge and deep understanding of engineering, sourcing, operations, quality, purchasing & supply chain fields along with vast experience in facilitating various types of IdeaGens across a variety of industries. During the pre-work phase, CGN will identify additional opportunities through its comprehensive analytical capabilities and advanced BI tools with a quick turnaround time. This helps generate focused, high quality and limited number of ideas during the workshop. The advantage of this process is to help clients prioritize and execute a few high quality ideas which will

yield high returns in a short time. CGN has conducted more than 300+ workshops and successfully generated about \$100M worth of ideas across different client bases.

The process goes beyond just generating quality and high yield ideas. CGN conducts “ImpACT” (Ideas moved to projects that are ACTIONable) workshops after the IdeaGen sessions. This workshop helps prioritize ideas based on multiple criteria which in turn help to convert the ideas into projects. The team should have a list of projects to execute by the end of the workshop, hence reaping all the benefits of IdeaGen and ImpACT workshops. CGN is a process oriented and velocity driven company with proven methodology and governance in project management. We have a good track record of completing projects on or before time exceeding expectations.

Collaboration is another significant part of the success of IdeaGens and ImpACT workshops. This entails working jointly internally or with others outside the organization, especially in intellectual endeavors. Collaboration within the organization, with clients and suppliers is imperative for a business to be successful in today’s brutal market conditions. Collaboration drives transparency in the system (ex: supply chain from suppliers to customers or business partners), which in turn helps the system adjust to market changes and seamlessly access relevant information in order to make the best decisions.

Larger organizations typically don’t have much collaboration among departments because of the complexity within the organization’s structure. Each department is busy working to achieve its own targets, resulting in sub-optimal systems. To add to the mix, globalization has made it difficult for companies to collaborate. Different time zones among suppliers, regional differences, complexity in the supply chain, and number of people involved and more are all reasons for this. CGN works with cross-functional teams across the globe to conduct IdeaGens and

ImpACT workshops. CGN has demonstrated experience in bringing teams together, anticipating organizational and departmental road blocks and assessing availability of time to make these events successful.

Collaboration has brought success to leading companies like Toyota and Honda. By integrating collaboration into their corporate DNA, they are able to maintain their positions and competitive edge. Collaboration occurs at all levels of organization and can focus on concepts such as innovation, new products, cost reduction, quality issues etc. It should be a culture, rather than an event. CGN's IdeaGen and ImpACT workshops nurtures collaboration among different departments within an organization and helps continue the same with both clients and suppliers to implement ideas or projects to maintain or improve their position and competitiveness in the market.

To know more on the IdeaGen and ImpACT workshops please contact CGN & Associates Inc @ www.cgn.net

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About Sandeep Dambla

Sandeep Dambla is a Manager at CGN & Associates Inc.; he is been with CGN for over 6 years. Sandeep is APICS Certified Supply Chain Professional and ASQ Certified 6 Sigma Black Belt, he has a unique blend of experience working on variety of projects across value chain like design optimization, should cost modeling, supply chain rationalization, strategic sourcing, enterprise cost reduction, 6 Sigma Black Belt etc. He has extensively used IdeaGen and ImpACT workshops across different projects and was able to generate numerous cost reduction and quality improvements projects for our clients.

To exchange thoughts on IdeaGen and ImpACT workshops, contact Sandeep at sdambla@cgn.net.

Our Focus Areas

Global Emerging Markets Strategy

CGN takes the guesswork out of new markets, with local teams that know their markets and use that knowledge to create a strategy for your successful growth—and then work with you to execute it quickly and effectively. Our expertise includes new market analysis, market entry strategy, manufacturing footprints, network mapping, supplier development and supply chain management.

Global Supply Chain & Operations

We can turn your supply chain into one of your biggest assets. Our experienced practitioners look at your supply chain from end to end—understanding your costs, identifying savings opportunities and developing a strategy to improve your overall efficiency. We help you develop an agile, responsive and flexible supply chain to manage the volatility in global demand and supply.

Global Supplier Collaboration & Procurement

Superior supplier partnerships can help you improve quality and efficiency throughout your entire supply chain—increasing cash flow and productivity. We offer sourcing strategy and relationship support through our signature processes and tools, aiding you in supplier rationalization, cost modeling, product lifecycle cost management, supplier performance management, quality assurance and improvement.

Organizational Transformation

CGN will transform your business—identifying needs to restructure, reposition and resize, developing the path, and executing with your team. We help you align strategic and organizational design, engage talent and build strong cultures, accelerate change and deliver breakthrough performance.

Business Technology Integration

CGN bridges the gap between business and technology—aligning the two to ensure IT facilitates the successful implementation of your business strategy. We provide advisory, implementation and support services, including process and technology definition, governance support, systems integration and business intelligence.

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Other CGN Focus Areas

- Global Emerging Markets Strategy
- Global Supply Chain & Operations
- Organizational Transformation
- Business Technology Integration



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