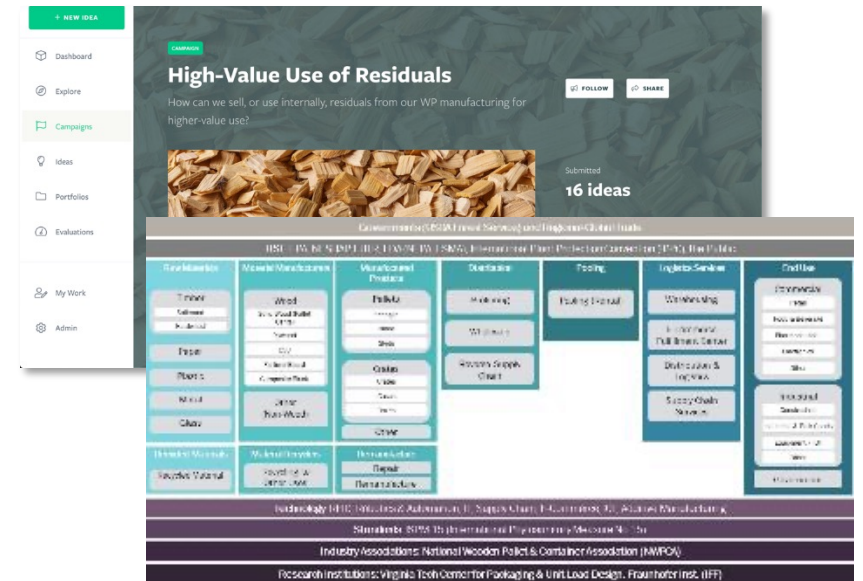


# Case Study: Virtual Ideation Sprint for Wood Products Company

**Context:** Faced with competitive pressures and growth of substitute products and imports, a leading manufacturer and distributor of wood products for building materials wished to develop its innovation capabilities and identify new growth opportunities.

## Approach

- Clareo assisted the creation of an innovation organization, from alignment on its strategic objective to organizational design to building new capabilities and process
- Clareo helped set up an Innovation Board, acted as an external advisor, and facilitated the first three sessions with the executive leadership of the company
- Developed the innovation process and governance based on Clareo's FastPath, and applied the Forest Innovation Management platform to manage opportunities from the ideation to investigation phase
- Facilitated two virtual campaigns around strategic themes, as well as a virtual ideation sprint designed to uncover growth opportunities for the company



## Results

- The creation of an innovation organization with a fit for purpose design, including governance, process, and the mandate to identify and deliver on new growth opportunities
- A pipeline of new growth opportunities in both core and adjacent market categories for evaluation and investigation through learning plans based on Clareo's FastPath methodology