

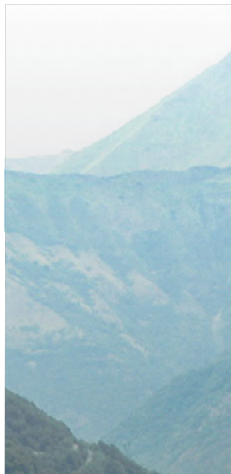
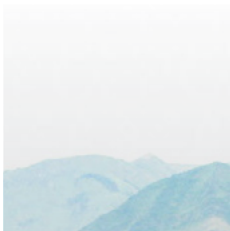
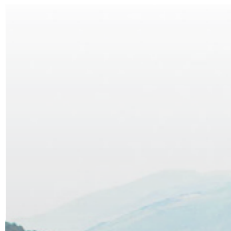


# RIDE

RAPID INNOVATION DEVELOPMENT EVENT

RIDE is a program developed by Stockwell Bretton to help organisations address big challenges, fast.





**RIDE**  
RAPID INNOVATION DEVELOPMENT EVENT

1. What is RIDE?
2. How it works
3. Five stage process
4. Race Day RIDE event steps
5. Team roles
6. How to use it



We know that your people are busy and it's not easy to 'be innovative' when there is already a lot on their to-do list. So, we have created a setting and a framework that helps you take your challenges head on through a series of time-based, unconstrained innovation events.

At the centre of RIDE is a collaborative two hour event, conducted at regular intervals, aimed at overcoming big challenges with as much speed and innovation as possible.

RIDE delivers an efficient, affordable process to accelerate problem solving, decision making and opportunity creation. RIDE is lean, fast and effective.

# WHAT IS RIDE?





## HOW IT WORKS

The two hour event is one part of a five stage process.

We've used the analogy of preparing for and competing in a cycling race, hence the name: RIDE.

Importantly, challenges are allocated to owners, a schedule is set, teams are formed and preparation is completed ahead of the event.

Then following the event, the outcomes are captured, communicated and put into action.

# THE FIVE STAGE PROCESS



## PRE-SEASON

Tailored collateral development  
Introductory communications  
Pre-season workshop (Introduction and role preparation for owners & sponsors)



## RACE SCHEDULE

Identify tasks and challenges  
Develop the draft race schedule  
Prioritise tasks and challenges  
Identify sponsors  
Brief team members on race schedule



## TEAM SELECTION

Team nomination and allocation for each task  
Allocation of team roles  
Ensure gurus are available (as required)





## RACE DAY

Brain elasticity activity  
Strategy development  
The Pitch  
Innovation, analysis and solution development  
The Deal  
Refine and enhance for implementation

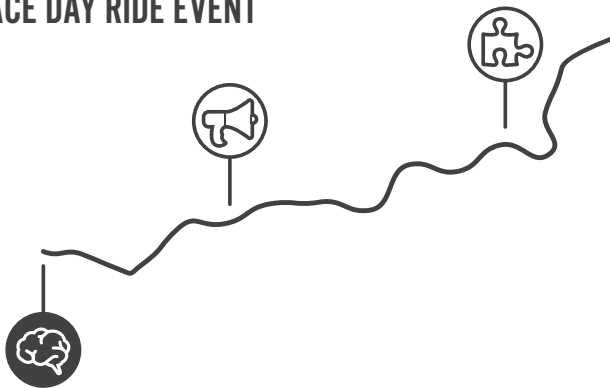


## THE PODIUM

Celebrate success  
Communicate the outcomes  
Share experiences  
Put the plan into action  
Maintain momentum



# RACE DAY RIDE EVENT



## WARM UP

A brain elasticity activity to get the juices flowing.



## OWNER BRIEFING

The Team Owner of the challenge sets the scene, sets parameters and shapes the pitch requirements.



## STRATEGY DEVELOPMENT

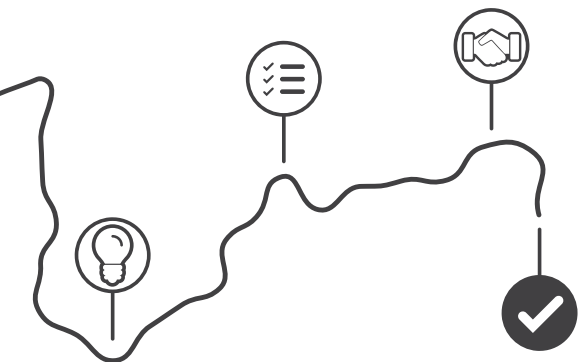
The team work together to define a solution to the challenge and how it will be actioned.



## THE PITCH

A high level pitch is put forward to the business owner, at which point the strategy is canned or progressed, with guidance.





## SOLUTION ANALYSIS

The solution is analysed and tested through scenarios, with detail added to complete the proposal.



## THE DEAL

The team come back to the business owner to strike a deal on the solution with the owner.



## IMPLEMENTATION

The team confirm how the solution will be implemented, assigning timing and responsibilities to each member.

## RIDE TEAM ROLES



### RIDE COORDINATOR

Coordinates the schedule and activities for the RIDE program.

### CAPTAIN

Brings subject matter expertise to the team for the specific challenge.

### TEAM OWNER

Each challenge is appointed to a member of the Executive to oversee and approve the planning and delivery.

### MECHANIC

AKA the fixer, overcomes hurdles, organises support, logistics, additional resources, tools and equipment.

### COACH

Directs the team and makes sure that activities are coordinated and progressed.

### COMMENTATOR

Leads the development and execution of communication activities for the team and shares information.



## WHAT CAN YOU USE RIDE FOR?

Literally anything that challenges you and your team, from industry-wide challenges or improvement initiatives to a discreet problem or decision.

The idea is to use the RIDE framework as often as you need to get the outcome you need. Our role is to guide you through the process until you're confident in taking it on for your own use.

We find this approach can take the guess work out of creating your own innovations program, but we do tailor the program to meet your needs in the planning phase.

## HOW DO YOU GET STARTED?

Call us to see how RIDE can work in your business.

p: 02 6152 8500

e: [info@stockwellbretton.com](mailto:info@stockwellbretton.com)



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