

**SIT is a privately
owned innovation
consultancy,
headquartered in
Tel Aviv with offices
and affiliates on five
continents**

Who We Are

A group of 65 people from diverse professional and cultural backgrounds, sharing a passion for innovation and for helping organizations and the people within think and act with more agility

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www.sitsite.com

1 WHY SIT

Unwavering Focus on Results & Sustainable Impact

We measure ourselves by our ability to provide you with short-term results and long-term impact. The tens of billions of dollars of value that we have created for our clients speaks volumes.

After working with more than a thousand companies, we can honestly say that our success rate is unsurpassed. Whether your goal is growth or productivity; culture-focus or business-focus; innovating the core or expansion to new areas, we deliver durable, long-lasting results with impact that exceeds your expectations.

2 Making Innovation a Powerful Work Tool for Everyone

Our approach is used for any topic that can benefit from innovation, whether growth, productivity or solving tough problems. It is also agnostic to organizational hierarchy and is just as powerful for executives on developing strategy as it is for plant workers or bank tellers when troubleshooting their daily challenges, opening their eyes to new opportunities. This common innovation language spoken by everyone in your organization aligns them to achieve business goals more efficiently.

3 We've Done This Before

Most importantly, perhaps, is the fact that we've already helped multinationals develop sustainable cultures and practices of innovation. We've learned from the ups-and-downs in programs we led in our early years and those that other consultancies have developed for companies before we were called in to help – and have pivoted to smoothly deliver highly successful programs in their wake. Our most successful programs have us in a multi-faceted role combining consulting, facilitation, training, and mentoring.

What Makes Us Unique

Proprietary Method

SIT - Systematic Inventive Thinking® is a disciplined approach to provoke novel thinking and manage the organizational change needed for its implementation. This research-based method was the genesis of our company and continues to be a strong engine that we bring to help you drive innovation in your organization.

Total Focus on Innovation

It's not just another item in our repertoire of offerings. It's all we do. More than two decades of learning and practice have been distilled into the innovation expertise that we put at your service.

Start-Up Nation Mindset

As the most veteran company in the Start-Up Nation ecosystem, we bring this entrepreneurial and intrapreneurial mentality to your doorstep.

Unparalleled Experience

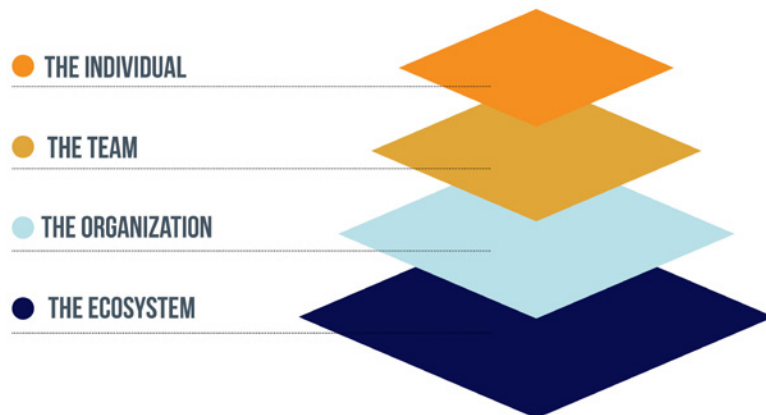
Factoring in what we've seen and accomplished during our quarter century of helping organizations become more innovative, we've found there is no other consultancy who can compete with us on this formula:

ABOUT THE METHOD AND HOW YOU CAN USE IT

SIT - Systematic Inventive Thinking® is a set of tools that drives innovation on 4 levels

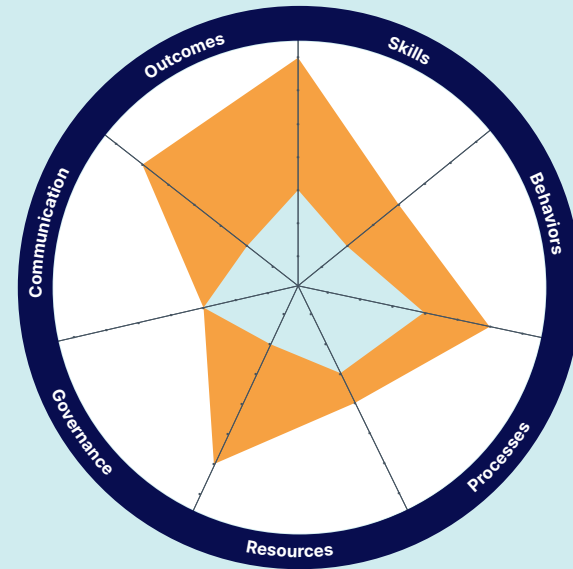
The method originated with a proprietary set of patterns and principles that allow an individual or team to overcome their cognitive fixedness, thus enabling the conception of new ideas, concepts and solutions. In response to the evolution of our clients' needs and objectives, we expanded our method to include The 7 Elements™, our comprehensive approach to create an innovative organization.

Over time, we have also carefully selected the most effective tools from Design Thinking, Agile approaches, and Business Model Canvas, integrating them into our method. To complement our abilities in adjacent disciplines such as Digital, we created partnerships with world-class providers.



The Secret Sauce

The only structured front-end module



The 7 Elements™ Model

Most approaches to innovation treat ideation as a “black box”, providing structure for everything that comes before or after this crucial element (identifying needs, research, development of prototypes, market tests etc.). Ideas themselves are taken for granted, expected to arrive on the scene thanks to intuition, serendipity or, at best, through brainstorming. This is especially problematic since, research shows, the quality of the idea itself is the strongest single factor in determining success.

Consequently, companies typically invest the least effort in the part of the process which is most crucial to overall success! They treat the front-end as fuzzy not as an ideal, but they simply do not know of an alternative. Therefore, to come up with a truly breakthrough idea is still often seen as a random, semi-mystic occurrence.

Systematic Inventive Thinking® is the only method that opens the “black box” by truly structuring the front end of innovation.

OUR CLIENTS

73 Countries have stamped our passports along the way 1,400 Organizations have benefited from working with us



WHERE WE TEACH



WHAT YOU CAN EXPECT WHEN PARTNERING WITH US

GLOBAL INNOVATION FOR MARGIN IMPROVEMENT

More than 50 new products launched and >\$100,000,000 saved



Innovating with this FMCG company across 5 continents on all categories and with all functions led to overall harmonization, both global and local product launches and deep-dive productivity efforts.

DIGITAL TRANSFORMATION

Achieving recognition through innovation



DaviPlata became one of the world's first electronic wallets, winning the 2012 Harvard Business Review / McKinsey M Prize for Management Innovation. After just 18 months on the market, the bank acquired 460,000 new customers who had previously been unbanked, becoming the country's main vehicle for financial inclusion.

REDEFINING THE INDUSTRY STANDARD

20% less rework



Since insurance policies are legal contracts, they are complicated and those applying make mistakes when filling them out. The standard rate for rejecting applications is 50%, resulting in inefficient work processes. Following SIT's work with AXA, an insurance company with \$530B in assets, the company achieved a 20% reduction in insurance application rejections, reducing customer frustration and saving them hundreds of thousands of dollars annually.

INNOVATION CULTURE AND PRACTICE

1000+ innovation agents



Created and continue to support a cross functional global network of more than 1000 Innovation Coaches & 100 Ambassadors promoting cultural change to enable Bayer's mission of Science for a Better Life.

INNOVATING ACROSS THE PORTFOLIO

\$5.5B growth



A decade of work with one J&J OpCo resulted in growth from \$2B to \$7.5B in annual revenue. Halfway through the process, an external audit estimated that 5 initiatives from our first few months of work accounted for more than \$250,000,000 in year-over-year growth.

WHERE WE HELP OUR CLIENTS



NPD

New Product / Process / Promise Development



Organizational Innovation Audit

Map and assess your organization's innovation pulse



Communication & Branding

Market, advertise, and create promotions for B2C or B2B



Consumer/ Customer Insights

Customer-centricity to uncover latent needs



Hackathons

Intense, short, and rewarding



Productivity

Cost-cutting, margin improvement, and process efficiency



Outsource an Innovation Task

Getting the outcome without the heavy lifting



Harvesting

Filter and prioritize existing ideas and bring sustainable ones to life



Customer Experience

Engage the customer and create a strong bond with your brand



Cross-Organizational Innovation

Emphasize the practice of innovation



Digital Transformation

From digitization, through digitalization, all the way to true transformation



Complex Problem Solving

Technical, commercial, logistic & social



Strategy

Rethink business strategy or strategic initiatives



Capability Building

Innovation is a skill, not a talent

THE WALL STREET JOURNAL

"Sure, creativity involves seeking new ways of thinking and new frameworks for shaping ideas, but sometimes people need a roadmap to get there. SIT provides a framework for analytical thinking... The goal is to give ideas enough flesh so they can get going to the market. Even some of the biggest technological advances of recent years, like the Internet and the cellphone, weren't so revolutionary that they couldn't have been developed using SIT."