

RMA's unique service allows you to find or rediscover your big idea, test it for impact, and then use it to generate the trust you need to succeed.



Your big idea



Innovative ideas are often buried deep within companies and organizations. They are hidden behind tech specs, financial reports, and day-to-day operations. They are cloaked in vocabulary like “features” and “solutions”.

Often, your big idea, the innovation behind everything that you do, has been sidelined by the demands of running a business. Or it has excited the experts but never made much of an impression on other important groups – such as customers or investors.

What makes you different?

As a small or medium-sized enterprise, you probably owe much of your success to excellent engineering. After you survive the start-up phase, you need to add a new dimension.

Our executive-level experts have helped dozens of companies and organizations to identify and convey their big ideas. These have included IntraNet Solutions (acquired by Oracle), QNX Systems (acquired by Blackberry), Cognos (acquired by IBM), Core Networks, Dun and Bradstreet, PeopleSoft and Alcatel-Lucent.

Why Idea Engineering?

Our IE services for large organizations are also available through a unique program for small and medium-sized enterprises (SMEs) in the private, public and non-profit sectors.

This **innovative program** uses technology and economies of scale to make available the personal services and expertise that are usually reserved for large corporations and organizations.



POTENTIAL OUTCOMES

<p>Focus</p> <ul style="list-style-type: none"> Have Clarity of Purpose Deliver an Amazing Pitch Break Away From Competition 	<p>People</p> <ul style="list-style-type: none"> Interest Clients/Customers Energize Staff Manage Change
<p>Marketing</p> <ul style="list-style-type: none"> Create Focused Campaigns Increase Sales Enter New Markets 	<p>Funding</p> <ul style="list-style-type: none"> Obtain Funding Find Investors & Partners

For more information, contact: John McKay, Managing Partner, mckay@rmassociates.ca

London, ON: c/o Innovation Works, 201 King Street, London ON N6A IC9 (519) 685-2034 ext. 102

Ottawa, ON: 275 Slater Street, Suite 900, Ottawa ON K1P 5H9 (613) 699-2007 ext. 102

The Program



Includes:

- Instruction Videos
- Discussion forum
- Video conference room
- Questionnaires/diagnostics
- Case studies
- Pre-workshop videos
- The path forward



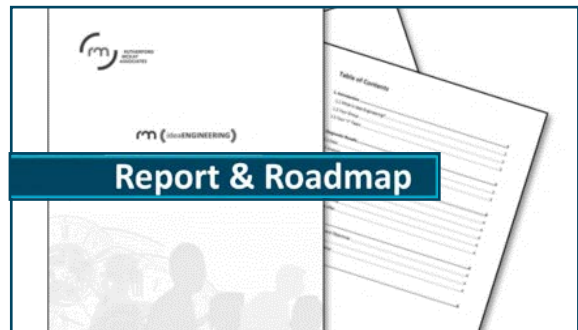
Consults with Jim Reil, RMA's Brand Strategy Expert

- Based on the diagnostics and research/review
- To discuss and articulate:
 - Your big idea
 - Proof points
 - Message platform



Workshop using:

- Results from Consultations
- Big idea, proof points, message platform
- To impact test & improve:
 - Your idea, points & platform
 - Your ability to deliver them
 - Your readiness to use them across your all communications



A detailed written report describing and analyzing:

- Idea Engineering principles
- Diagnostic results and analysis
- Messaging platform (positioning, value prop, tagline, proof points)
- Workshop performance
- The Path Forward

IE and Managing Change

Significant change within an organization can bring stress and confusion. But it can also be an opportunity to clarify and revitalize.

Mergers, acquisitions, rapid growth, business transformation, downsizing, policy or program changes, a new strategic direction and other drivers of change are important events in the life of a company or organization. It is a time when it is very easy to lose sight of your big idea - the unique way you make your customers or clients more successful.

That idea, if clearly defined and effectively communicated, can be the constant that guides you through your change management efforts. Engaging people inside and outside the organization to help define and communicate that idea can serve to energize and motivate them. It can give them a sense of purpose and involvement in shaping the new organization.



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