

# Where's Your Innovation Stuck?

Alignment? Prioritization? Speed? Inability to launch? ROI?

**We're here to help.** We have the right competencies to figure it out. Even better, they can be configured to work specifically with your innovation challenge.



## Design Strategy

**Develop a new perspective** on how your business can grow, stake new ground and stay relevant well into the future. Don't get stuck trying to solve the wrong problems – get your priorities straight.



## Research

**Understand what key players** in your value chain really think, feel and need – even when they can't articulate it. Don't let assumptions lead you into the dark - illuminate others' viewpoints.



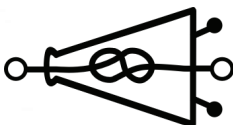
## Co-Creation

**Inspire internal teams and outside perspectives** to create valuable output, together. Cut through the power struggles – get alignment early and often.



## Experience Design

**Shape how consumers experience** your products and services by focusing on what they value most. Avoid the implementation pitfalls – and make ideas real so they actually *get* to market.



## Marketing Communication

**Build powerful connections** with people by leveraging a nuanced understanding of your market and their needs. Don't let your message fall on deaf ears – make it matter.

If all the above is working well and you just need more bandwidth, we can do that too.

**Maddock Douglas** is a 25+ year-old innovation consultancy specializing in helping established brands get beyond their growth challenges to envision the future and build toward it.

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