

MULTIPLY Global Ltd CASE STUDY

Country
UK

City / Region
Brighton

No. of Employees
<10

Description of the organisation

MULTIPLY Global provides strategic technology transfer design and delivery services to advanced engineering companies across space, aerospace, energy, transport, defence and security. Focused on technology transfer innovation to enable growth and revenue generation through new markets, models and applications.

Workplace Innovation practices implemented

Storytelling

This section should describe in an inspiring way the workplace innovation practices implemented by the organisation, preferably including:

- Motivation (factors that led to implementing WI, problems identified, etc.)
- Objectives
- Actions implemented
- Positive Outcomes and Challenges/Barriers faced

Motivation for our workplace innovation project:

As a micro-business, MULTIPLY works with a wide range of specialist sub-contractors and collaborators on a project basis. Being able to share our vision and values and way of working to enable the team to innovative internally and to empower them to effectively make decisions has been one of our key challenges.

Through team feedback and observation, the need to develop a methodology that would make the team feel empowered to share new ideas and implement them became the core focus and Start-at-best gave us the opportunity to find a solution. Ultimately, we developed and tested an ideation playbook with the team and implemented it internally as well as making it available to other SMEs looking to drive employee innovation - <https://multiply.space/>

Objectives

We had two core objectives for the Start-at-best project, i) to enable the team to have the right tools and processes at hand to share new ideas and ii) to empower them to make informed decisions and take innovation forward to support the growth of our company.

Actions

We adopted a 5-phase programme to enable us to build an internal

innovation solution whilst continuing client work, building a strong internal culture based on knowledge and growth.

Phases:

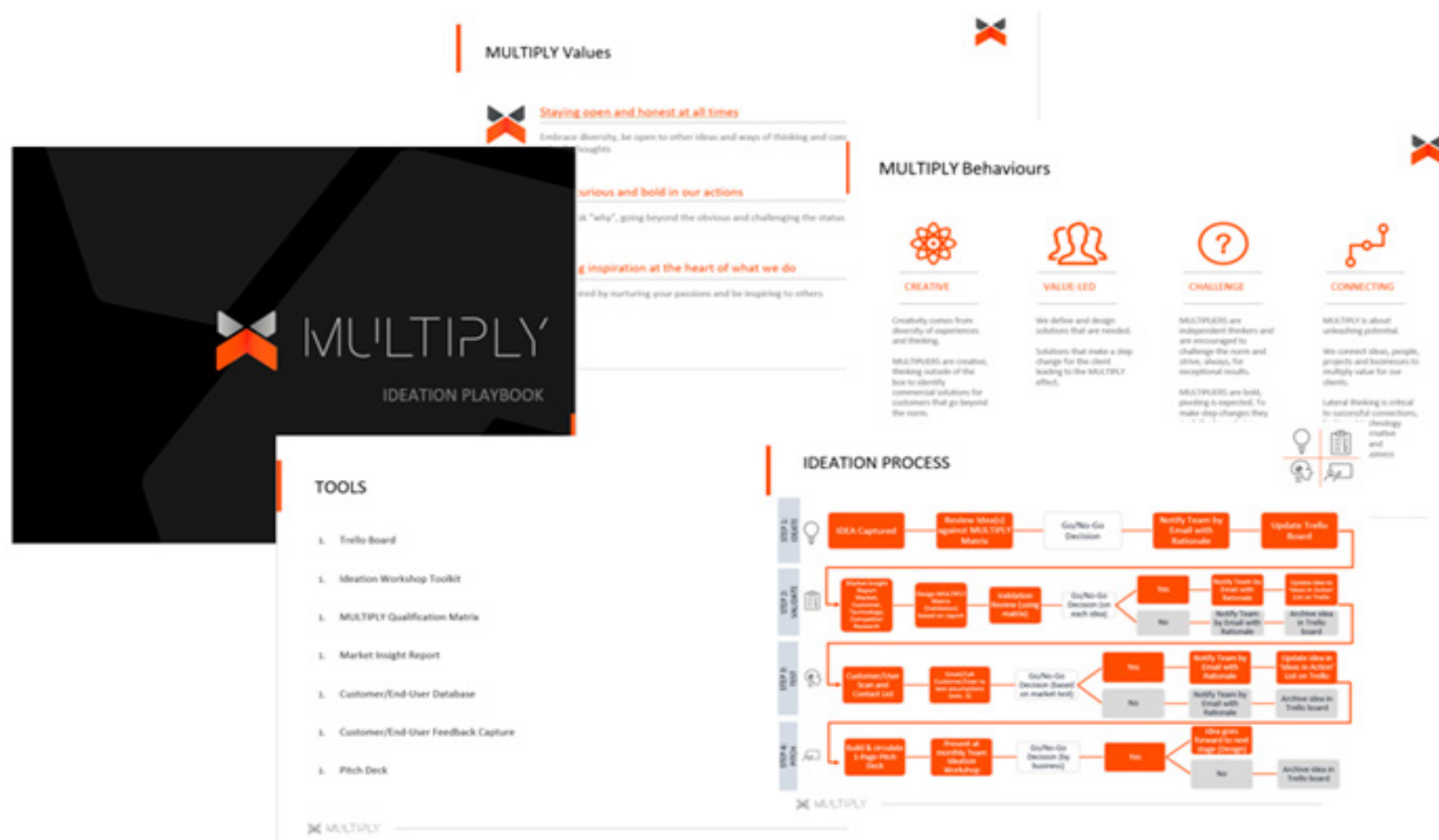
- Defining what our company's vision, values and behaviours were. We had existing values and behaviours that were developed when we first launched the company but reviewing it was key to reflect the progress made and refocus the company.
- Designing a methodology and tools that would support our team to share new ideas and be innovative.
- Test the methodology as we were developing it with our team and stakeholders to make sure we were building a useful and impactful solution.
- Creating a playbook that would host the methodology and tools and provide clear guidance on how to use it.
- Launch the final product officially internally and start sharing our findings externally to inspire other company to make innovation a key part of their employee's daily thinking.

Outcomes

The pandemic limited the face-to-face opportunities to work closely with our team to develop this ideation playbook but the digital tools we implemented meant that we were able to effectively develop, test and implement the playbook.

We launched the playbook internally at the end of January 2021 and since then our team has used the playbook and its tools to share new concepts both for internal improvements as well as for some specific client projects that were looking for new and innovative solutions. This deployment externally re-enforced our confidence in the playbook to be exploited more broadly than our internal team. The solution has built a work environment where our employees are empowered and actively involved in driving future innovations.





Main Achievements

- Summary of main achievements and results (topics)
- This section should highlight the main achievements and results breaking them down into easily identifiable Workplace Innovation practices, presenting them in short topics.
 - That is, in a nutshell, emphasize potentially replicable actions...
 - ... and sum up the impacts in the organization.

Our goal for the Start-at-best project was to focus on “employee driven improvement and innovation”.

We had two core objectives which we successfully addressed with the implementation of the MULTIPLY Ideation Playbook. This has realised several improvements to our internal innovation culture and process:

- 1) Empower the team to share ideas
 - o We refreshed MULTIPLY’s vision, values, and behaviours to ensure it is aligned with the company’s present mission and key focus on innovation. Providing an aligned direction for the team.
 - o We developed the platform Trello to enable the team for each project to share ideas, views, progress, and results.
 - o We developed a set of guidelines and tools to encourage workplace innovation and drive business competitiveness.
- 2) Enable the team to make informed decisions on innovations
 - o We raised awareness of workplace innovation across the business and maximised the potential of driving in-house innovation with an ideation methodology and

- follow-on innovation process.
- o We focused on driving internal innovation from operational, sales and marketing initiatives through to new projects and opportunities.
- o We enabled the company to improve its innovation processes that addressed its challenges and benefit other companies through sharing the output.
- o We set our micro-business up to be able to respond to industrial changes, digital transformations, and disruptors with an empowered team and a solid innovation process.

Replicability

Our ideation playbook has been kept purposely agnostic as to the industry in which it might be applied. It provides a set of tools to be used with a roadmap representing the key stages that supports the process to be followed to present new ideas and concepts internally.

To that end the MULITPY Ideation Playbook is a tool that can be used and replicated by any companies small or large, in any industries to help drive employee innovation and in so doing, provide and environment where people will want to work and grow.

The success of any company is around its employees, their development, their sense of belonging and opportunities to grow and have an impact internally as well as externally.

Our Ideation Playbook will be made available for download on our website, and we will also be complemented with some case studies to showcase upcoming successful applications of the playbook and tools by our team.