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Discovering Problems to Inspire Innovation

An Automotive Industry
GCC Case Study
on **Innovation Enablement**



*“If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it,” - **Albert Einstein***

AT A GLANCE

Challenges

- Problem Identification
- Problem Articulation
- Opportunity discovery
- Identifying Strategic Initiatives

Benefits

- Personnel Enabled: 30
- Problems Identified: 121
- Problem Statements: 15
- Strategic Initiatives: 6



The brief given was very clear - have the team unearth fantastic problems that can become awesome strategic initiatives.

Naveen Lakkur

Head of Innovation
Program Design & Delivery

OVERVIEW

At Incluvate, we believe the key to impactful innovation lies in uncovering hidden, relevant challenges. Defining these problems requires a unique skill set—one that sees beyond the obvious and values rigorous analysis over quick solutions.

To meet this need, Incluvate crafted a customised Innovation Training Program for an automotive GCC's R&D division's top 30 engineers. The program's goals were twofold: to empower these engineers to identify hidden opportunities and build lasting innovation skills. This focused training enables them to consistently discover meaningful problems that drive solutions aligned with both technical and business objectives.

CHALLENGE

The client was on a quest to launch an effective and sustainable innovation journey within its engineering division. Often, the client had witnessed innovation programs produce seemingly groundbreaking solutions, only to discover that they either couldn't be implemented or failed to address the right problem. They sought to address two critical challenges:

1. How to identify and articulate problems that may be obvious but often go unnoticed or unvoiced—and ensure they align closely with business goals.
2. How to cultivate a strong problem-discovery competency among a select group of talented R&D engineers, enabling them to drive impactful innovation initiatives across the division.

Their goal was to embed problem discovery as a core innovation skill, enabling engineers to uncover meaningful opportunities and ensure that innovation efforts consistently deliver value aligned with business priorities.



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OUR APPROACH

Incluvate crafted a targeted training program to address these innovation challenges, placing "Human Values" at its core. This program not only empowered select engineers to build strong innovation skills but also inspired them to identify the right problems. The workshop framework, inspired by "Innovation and Inspiration as Inseparable Twins" a global best seller by Naveen Lakkur, emphasised that true innovation stems from values-driven insights. It incorporated the Human Values Assessment—a proprietary, statistically validated model—to promote Values-Centered Innovation and ensure solutions aligned with both human and business needs.

THE RESULTS

The program enabled participants to demystify innovation, showing how it permeates organizations, domains, and functions. By focusing on problem discovery, participants cultivated a powerful purpose to innovate, using creativity and innovation as core tools to uncover new challenges.

As a result, the R&D team identified 121 problems, from which 15 were refined into actionable problem statements. Six of these were selected as strategic initiatives for the year. Participants also developed the skill to anchor problem discovery in human values, ensuring relevance and impact.



To empower your organization with innovation-driven competency building, connect with Stephen George at +91 88842 66880 or email him at stephen@iii.today

For more information on our programs and products visit

www.incluvate.today

ABOUT INCLUVATE

Incluvate is a global innovation enablement agency dedicated to empowering organizations and individuals with the skills and strategies needed to foster sustainable innovation. Founded with the mission of making innovation accessible, effective, and inclusive,

Incluvate partners with businesses, governments, and non-profits worldwide to build competencies that drive transformative change. The agency's core focus is on unlocking the creative potential within teams and guiding organizations to develop cultures that thrive on continuous improvement, agility, and collaboration.