

# Our Stories Our Clients

It's fun to do the impossible.



**ROSS**



## Ross Labs Innovation Workshop

### **The Client:**

Ross Products, a division of Abbott Laboratories, is a U.S. market leader in pediatric nutritionals and a world leader in adult nutritionals.

### **The Challenge:**

The Ross Purchasing Department is comprised of a high-performance team that continually exceeds expectations. In the midst of mergers, greater demand for specialty products, and better-than-market expectations, the team needed inspiration and a completely new and creative way to approach their work.

### **The ImprovEdge Solution:**

ImprovEdge created a day-long retreat that not only featured innovation exercises, but challenged mixed groups to work together to solve unusual problems. Research and theory about flexible thought and creativity was introduced to fuel discussion and inform role plays. Since the group is responsible for purchasing, creative negotiation tactics were also introduced as a way to intensify the importance of finding new ways to solve old problems. The group then set action plans around breaking plateaux and achieving new goals.

### **How The Solution can Work for You:**

Creativity + Practical Application = Innovation. At ImprovEdge, we believe in creativity. We also believe it should be part of life at work—from everyday tasks to serious problem solving. It's not something to add on, it's an integral part of how high-performance companies, teams and individuals do incredible things every day. As Walt Disney once said, "It's fun to do the impossible."