



**CINNAM**  
coaching and innovation mentoring



## MANAGEMENT INNOVATION SERVICES

Management innovation  
has a unique capacity to create  
a long-term advantage for your company.  
Frankly, today's best practices  
aren't good enough.

Gary Hamel with Bill Breel – The Future of Management, 2007

At CINNAM, we champion an open and collaborative approach to Business Innovation, focusing on Management Innovation and human-centered value creation for markets and stakeholders.

We facilitate top-down, bottom-up, and cross-team horizontal creativity, ensuring dynamic and inclusive innovation processes. To amplify the overall effectiveness, these activities are seamlessly integrated with Creativity Coaching and Innovation Mentoring programs, fostering a culture of continuous innovation and strategic growth.

Our Creative Labs serve as incubators for cross-disciplinary insights, bringing together diverse perspectives from design, architecture, crafts, arts, science, and society to inspire groundbreaking ideas and solutions.

Our Twin Labs format supports divergent and convergent creativity, making it ideal for management meetings, strategic planning, people growth, and performance management.

Our proprietary Sustainable Value Innovation methodology, SVI-ALDEHYDE MBS®, integrates systems thinking, management engineering, and design thinking. This approach is designed to align business innovation with internal and external environments, to promote people's well-being, and to drive sustainable business growth.