



# Maximise Opportunities Quickly

## Video Transcript

John Brooker

Yes! And



*On using the Inn8  
Workshop  
Programme to  
innovate quickly and  
maximize your  
opportunity.*

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*This is the transcript of an interview with Chris Dixon of Unipart Technology Logistics. Unipart worked with Yes! And to help them innovate and have recently licenced the Inn8 Approach for internal use.*

**John Brooker:** Chris, what drove UTL to pursue the Inn8 Approach, rather than any other approach?

**Chris Dixon:** The reason for that is that **it's a very practical approach**; we're a very practical company, and the Inn8 Programme is delivered in-house. So we don't have to go to a college, we don't have to go to a university to take our training via doing. We'll **actually do it in the workplace** with the guys from the company.

**John Brooker:** And what was attractive about Inn8 rather than, say, another programme?

**Chris Dixon:** The real benefit with using Inn8 as a training aid as well as a deliverer of innovation is that **we learn whilst doing**. So that means that we can take people from their roles, give them some

training, they have the knowledge and understand the value of our business, and they're able to deliver that through the training programme into a proposition straight away.

**John Brooker:** Okay, so what were the best aspects of the Inn8 Approach from your point of view?

**Chris Dixon:** When you're going through an Inn8 Programme, the best aspects for us are the **interaction that we get with people that are in the team**. It's really important, to be successful, to have a cross-functional team to make sure that the whole business is working together and focused in the same direction. And to get that interaction between people with similar knowledge about our business, who are in exactly the same place from a training and innovative approach point of view. **It means that the actual result is much better than it otherwise would be.**



**John Brooker:** So talking about the result. With your first experience of Inn8, did you come up with something valuable for you as a company?

**Chris Dixon:** When we covered our first Inn8 Programme, **we came up with two propositions** that will potentially change our service delivery to all our customers, and help us search out new customers. Really they are **outcomes that we wouldn't have dreamt that we could have achieved over just two or three days of activity without using the Inn8 Programme.**

**John Brooker:** So did any aspect of Inn8 surprise you in a positive way?

**Chris Dixon:** The most surprising thing about Inn8, which is also the reason for choosing Inn8, really, is that it's **actually a structured process.** When we started the journey of looking into being innovative, one of the scariest things was "how are we going to be creative, and how are we going to come up with an outcome without it being by chance?" And what Inn8

enables us to do is have a structured approach, which is databased, which is great for a company like ours, **it means that we have an output that we can rely on.**

**John Brooker:** What other things do you get from doing the workshop?

**Chris Dixon:** What Inn8 allows us to do is to really **logically record all of our decisions,** and all of the thoughts that we've had, even if we haven't progressed them to the final stage. It means that when we're finished the proposition, that we're **able to go back, and review all the work we've done,** and maybe at a future date there's something we could work on again.

**John Brooker:** Was it worth the time and the cost your team invested?

**Chris Dixon:** **The time investment versus the output, really it's without question.** It's an enjoyable experience as well as something that can fit in and around the work that you're doing. You don't have to do two or three days of activity in one block. In fact, it's probably better that you don't. That means that **we can fit it into our business,** where it enables us to work on the proposition at a cadence that is suitable for the work that we have on at the time. And the experience of working through it in a group is really great for a company with a culture such as our own, which

really majors on things like team work.

**John Brooker:** And what plans do you have to continue with the Inn8 approach in UTL or Unipart more widely?

**Chris Dixon:** Well, Unipart has a culture that is for continuous improvement and team working, and really focusing on people development. So something like the Inn8 approach, which majors on training or learning whilst doing, and coming up with the output straight away, means that it's very close to our culture. So in the future we're able to take this type of programme, and **blend it very closely with our culture.** It means that we can take on this type of initiative much more easily than we had done before. So hopefully as we progress we'll get more experts using our Inn8 Programme, and it will become part of our culture.

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