



Catalyst

INNOVATION PROGRAM

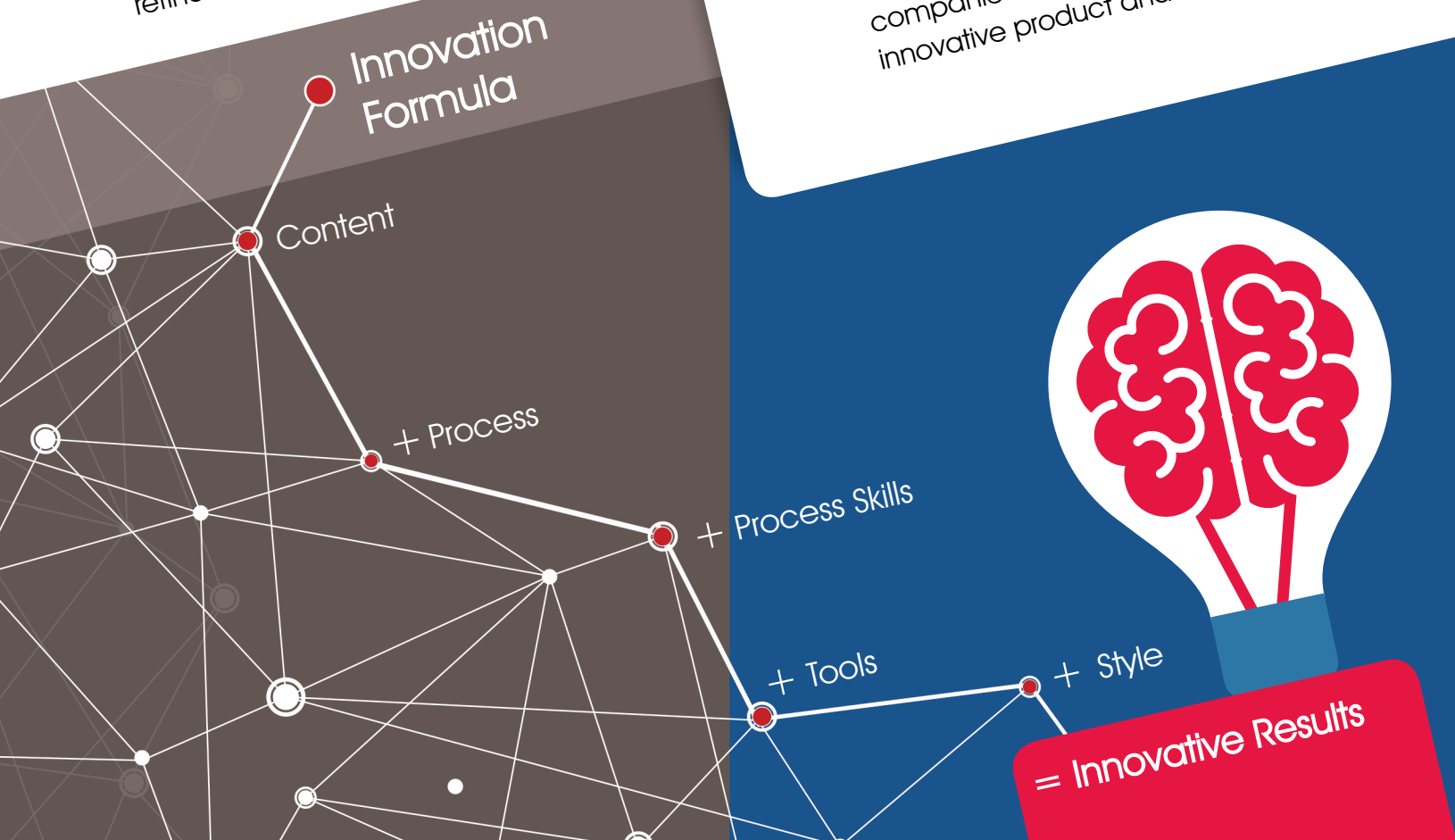
Taking Your Company From Challenge To Action

What is the Catalyst?

The Catalyst is a program that helps companies find solutions to complex business challenges. Through a proven problem-solving process tailored to your company's needs, the Catalyst enables your team to define and refine ideas for commercialization.

Why It Matters

Businesses can't succeed if they don't innovate. While New Brunswick companies are filled with talented people with proven industry experience and significant potential, the province ranks last in Canada for R&D. This program was designed to help companies turn that untapped potential into innovative product and service solutions.





How it Works:

The Catalyst uses a combination of tailored, facilitated processes to achieve the right results for your company.

Through the Simplicity problem-solving model and our interactive, personalized approach, we help companies define the challenges that matter to them, guide the team through solution-finding, and help to build out action plans so that participants can apply what they have learned to their day-to-day business.

« Access to Catalyst and applying the Simplicity thinking process to Saint John Energy's strategic planning process has created an amazing roadmap for our organization including the exploration of a new corporate structure, entering the renewable generation sector and other new lines of business, all while still continuing to improve our core business. It will be exciting to execute upon this bold new strategy. »

- Ray Robinson, CEO, Saint John Energy

Why Join the Catalyst?

Are you a business leader looking to solve a problem within your company?

Whether you want to reduce costs, create value, access new markets, outperform competition, or solve a major industry problem, the Catalyst will guide you through facilitated problem-solving workshops, and provide strategic support to implement your solutions.



To learn more about the Catalyst program, Please call 506-648-4996 or email mbreen@enterprisesj.com