

Joint opportunity creation

For Reckitt Benckiser

Situation

Reckitt Benckiser is a truly global company and is the Worlds leading manufacturer of household cleaning products (excluding laundry). It has operations in 60 countries, sales in 180 countries and net revenues in excess of £3billion. Their leading brands include Dettol, Harpic, Vanish, Calgon, Finish, Air Wick, Lemsip, Disprin and French's food.

Reckitt Benckiser has a consumer-oriented vision and is committed to innovative product development and to augment this it has set up a team (CKInnovation team) specifically to support innovation and new product development within the group marketing. The Head of CKInnovation, John Gerrie, joined the H-I Network to help Reckitt Benckiser learn from research, participate in thought leadership forums and to help generate and develop new business ideas around innovation and growth. John tasked H-I to support the development and bring new ideas to a new product domain for Reckitt, within a tailored programme, offered as part of the H-I membership.

Objectives

Reckitt Benckiser has considerable experience in new product development and has worked with a number of organisations to help develop products. In this case they wanted:

- A new external perspective
- A fresh innovative approach
- External Joint Opportunity input from other leading organisations within the H-I Network

Approach

H-I conducted a Joint Opportunity Assembly to generate next generation ideas which involved;

- Tapping into H-I knowledge and connecting Reckitt Benckiser with other leading members of the H-I Network interested in open innovation
- Scoping of the JOA workshop, confirming objectives, attendees and agenda
- Leading the JOA workshop drawing upon innovation techniques and external organisation input. External participants included senior executives from leading global industrial gases, logistics and electronic device organisations

Results

The JOA process generated more ideas and created 'gems of insight' for the teams. John Gerrie was clearly impressed: *"The topic was always going to be difficult, ...I think we did well to get so many quality new ideas and applications. It was fantastic having the diversity of external input from the H-I Network."*

The other organisations also valued the JOA programme: *"Great opportunity to see our market from a very different perspective"*

H-I Network are delighted to be continuing our support to Reckitt Benckiser.

