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EQUIPrespostes

If you don't ask you never get an answer!

LEARN BY ASKING

Learn **what you know how to do**, draw **quality** from it and generate a **product**.

That is what **EQUIP ANSWERS** does.

INTRODUCE POSITIVE DYNAMICS

EQUIP ANSWERS is the EQUIP department specialised in introducing positive dynamics into companies that have detected a negative trend they have not yet identified.

A HUNCH IS THE FIRST STEP TOWARDS ACTION

EQUIP ANSWERS analyses the company, and together with it finds the question that has to be answered to find a solution.

IF YOU WANT AN ANSWER, YOU HAVE TO ASK A QUESTION

USE THE CUSTOMER'S RESOURCES

THE SOLUTION IS ALWAYS TO BE FOUND AT HOME

EQUIP ANSWERS does not give answers, but rather it encourages the actual company to generate them through in-house work with its own teams.

ENCOURAGE ACTION: GET UP AND WALK

EQUIP ANSWERS gets the team members of the actual company to think about their dynamics, adding a critical distance that opens the eyes of the stakeholders and guides them towards a fresher and revamped vision.

ANOTHER POINT OF VIEW: THE EARTH IS NOT ROUND

EQUIP ANSWERS explores the company's internal structures with a specific programme of action directly related to production. Working with the customer's own teams, trying out new work dynamics, in order to accomplish similar objectives to those established by the company strategy.

ANALYSE BY PRODUCING: LOOK, THINK AND ACT

EQUIP ANSWERS leads the work of the company's own teams so that the analysis and evaluation of any situation or problem will be made by its members.

THE COMPANY EVALUATES THE COMPANY: THE MIRROR OF THE SOUL

EQUIP ANSWERS builds an interdepartmental team that has to include members from all the areas the company is engaged in (from management to suppliers, via end clients and owners), without bringing in external agents.

INTERNAL MULTIDEPARTMENTAL WORK: EVERYTHING STAYS AT HOME

KNOW YOURSELF

SHARING IS CARING

EQUIP ANSWERS bases the success of the analysis and the proposal of new dynamics on uniting the actual company, getting the members of all the departments to establish fluent communication.

COMMUNICATION REINFORCES IDENTITY

EQUIP ANSWERS seeks to get the actual company to act as an articulated whole.

ALL FOR ONE AND ONE FOR ALL!

Innovation means challenging preconceived ideas and assumptions

Companies which have decided to take the innovation option need to rid themselves of all preconceived ideas concerning what they should offer clients; finding the right response for every project, each with its own particularities, means avoiding assumptions and studying basic concepts again, no matter how familiar they may seem.

Creative thinking strategies depend on having no qualms about checking once again the ingredients of the soup or how the wheel works. In doing so, it is highly unlikely that the exact same soup will be invented, or that the wheel will be discovered. It is fundamental to start work with no assumptions, to begin a project without knowing the solution. Getting rid of preconceived ideas makes it much easier to attend to clients' real needs, before these are even conscious needs, and to be attuned to innovations, which may be of a technical, organisational or product nature, or even in other, parallel areas.

It is necessary to have a system, a working strategy which acts as a guide at those moments when we feel lost; however, being in a position to really innovate means getting away from routine, avoiding the known answer, shaking off labels.

The most striking feature of the innovation we bring to projects is the total response we offer clients. These are generally surprised to discover that the response we offer is much broader in scope than what they had expected; we consider that comprehensive innovation means applying strategies used in other professional areas such as economics, gastronomy, and jewellery design, to give just a few examples. This is what makes us stand out: an open mind and a refusal to follow recipes and accept limitations.

Learning from accumulated wisdom

However, tradition is also fundamental for any company, no matter how innovative it may be. All that has been done, thought, enjoyed and suffered previously is a treasure chest which should be taken advantage of. At the start of any project, previous contributions should be studied and the classics analysed, from an excellent design to the basic definition of what a chair is, or the significance of an everyday gesture such as a handshake. Similarly, it is also useful to have in place a strategy for reincorporating senior professionals, those specialists or technicians who have been removed, for such an illogical reason as age, from positions which are still rightly theirs. Their knowledge and experience is priceless. This is how excellent teams are built.

In innovation terms, growing means being aware of the fact that the learning process never ends. If our aim is innovation, we have to be open to everything we still do not know, and which will have to be assimilated. The tradition that precedes us is a key factor in interpreting new developments as they arise; it should help us to identify

and understand them, but not to label or restrict them in any way. Furthermore, although we may well be aware that knowledge takes up space – a lot! – it is worth defending the dynamic of the constant sum. The bottom line is that those who are unwilling to learn will never innovate.

Imagination, vision and action

The innovation process begins with imaginative thinking, but using one's imagination is often risky. Being imaginative means not being afraid to offer unconventional solutions.

It is also true that, in order to innovate, one must have vision, and be able to intuit and see what nobody else can see - maybe because they are not looking in the right direction, or perhaps because they are simply not using their eyes in the right way. Sometimes, what we perceive is simply a dizzying optical illusion, but the effect it produces means that, once our vision clears, nothing will be the same again. When one looks in an unaccustomed direction, it is quite natural for the eyes to have to refocus. Until they do, what we see appears as a blur.

Finally, once an interesting idea has been conceived, innovation means implementing it, putting it into production: we are people of action.

Likewise, we should not be afraid to introduce an element of uncertainty, which must be counterbalanced by the highest possible degree of precision. We have to free ourselves of the complexes which prevent us from listening to certain voices or from using an outrageous idea. What matters is the generation of suggestive starting points which give us the strength to progress, in any direction. From that point onwards, individual motivation and the need for ideas to be realized will result in the innovation. We do not always achieve the same level of success in all our projects, but studying failures is also a useful part of the learning process.