

Innovation engagement formats

I help innovation-focused organisations, teams, and leaders when progress is stalled because the value of the work is understood differently across internal teams or stakeholder groups. In these situations, new forms of engagement are needed that support learning, onboarding, or decision-readiness. This work treats engagement as a strategic, educational, and onboarding process.

When is this work relevant?

- Innovation work is strong, but understanding differs across roles or groups.
- Existing presentations, documents, or stakeholder engagement approaches do not support decision-making.

How do I work?

- I assess how the innovation is currently positioned, discussed, and interpreted.
- I clarify who needs to understand what, and at what level, for decisions to take place.
- I define the engagement approach and formats required at the current stage.

What can this work include?

- Written material such as articles, interviews, or case-based reviews that clarify the innovation and its relevance.
- Filmed interviews that support shared understanding.
- Facilitated sessions or panels where different perspectives on the work are clarified to support decisions.
- Longer-term platforms or educational initiatives for sustained stakeholder engagement.

The scope is defined based on the specific situation, needs, and available resources.

Contact: hello@martakaprle.com

For availability, pricing, or questions.