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Scott Bader took on the Scimitar Program in an effort to improve creativity and expand the innovation process within the company, with a secondary aim of introducing a whole new generation of young new starters to this type of process/thinking. This is an area Scott Bader has looked at over many years, and has found that external management of the process aids the flow. The Scimitar Programme was chosen because it was not as extreme as previous options and was based on common sense approach to creativity and innovation management. This has the bonus that it did not isolating anybody, as it was a very simple logical process for people to be involved in.

The Scimitar Innovation Programme proved to be a very stimulating 6 days, which subsequently generated numerous (1500) different quality ideas, including a significant number of interesting ones to move forward. An important aspect of the programme was that due to our diverse interests it was flexible to meet our needs on request.

The programme left us with 36 ideas to explore further, many of which have been expanded in the couple of months since the project. These have the target of being killed or turned in to full project within 6 months of completion of the course, a process is in pace to ensure this.

Clive N Williams  
Group Polymer Development Manager