



INNOVATION MASTERCLASS

ACCELERATING THE INNOVATOR WITHIN YOU

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ENVISION THINKING

Most entrepreneurs think of customer requests and value added features as the basis for good business. Innovation takes us from thinking purely about the products and features to the realm of re-imagining the world and what is possible. The framework below provides a guide for moving your thinking from the product to the possible.



POSSIBILITY - EnVision Thinking

- Products that change redefine market
- Launches new companies, topples large ones
- Focus is on vision beyond customer/ market
- Example: Nintendo Wii, Twitter, etc.

PEOPLE - Design Innovation

- Customer focused
- Drives value
- Limited by customer view
- Dyson, Ikea, Legos, etc.

PROBLEM - Invention Thinking

- High-value for important problems
- High-barrier to competition
- Difficult, requires unique expertise
- Invention of the transistor, nylon, etc.

PRODUCT - Sustaining Innovation

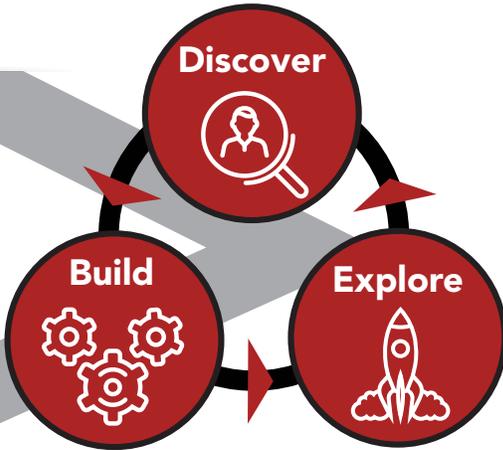
- Principle driver of revenue
- Lower margins, commodity
- Easy to be displaced
- Phone, camera, car, rubber, etc.

ENVISION & DESIGN THINKING

IDENTIFY



IDEATE



INSIGHT

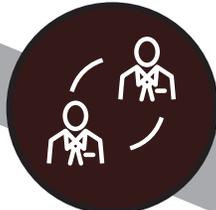


Surprise
Unspoken
Value

INITIATE



Prototype



Test
Continue to Repeat
Fail Fast!

INNOVATION

One of the most asked, and most poorly answered questions, is what is innovation? This framework provides the key pieces of assembling a successful innovation strategy. Innovation begins with the combination of Insight and Value pushing towards a new vision of what is possible. The key to it all, however, is the push of leadership to make innovation happen.



INSIGHT - Problem

- New understanding of problems that lead to solving problems or inventing something new
- Identify the key problems in your business or technology and use creativity and domain specific tools to help solve those problems.

INSIGHT - People

- Focus on the unspoken needs of the customer
- Find pain-points in client/customer experience
- Participate with clients/customers to understand their needs – spend a day with your customer

VISION

- Vision drive the disruptive change in our lives
- Ask the simple questions, “What if?”
- Use fiction, fantasy and other paradigms to imagine new possibilities.

LEADERSHIP

- Leadership drives innovation.
- Great insights with vision and value mean nothing without the execution and support of leadership.

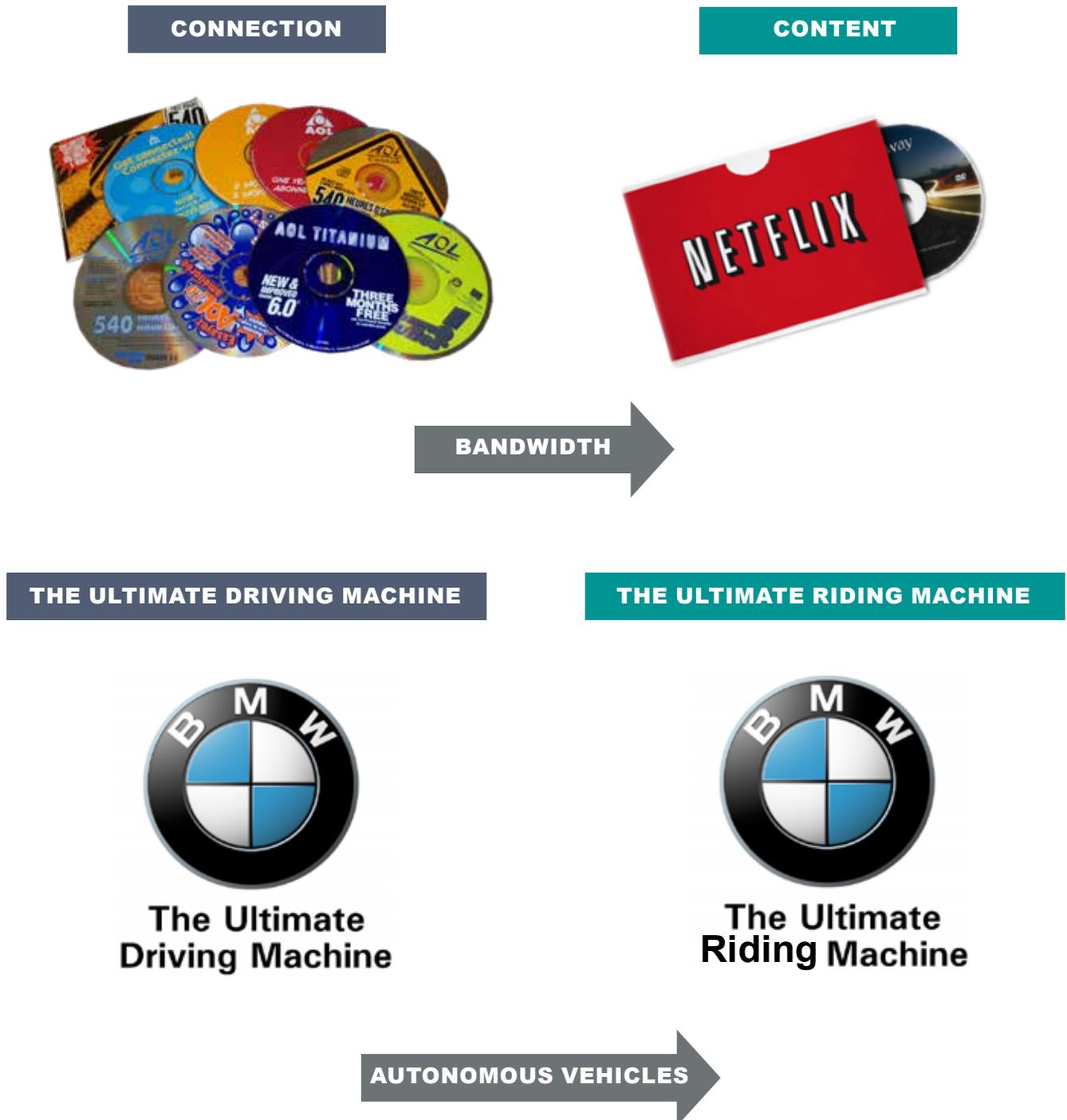
VALUE

- Industry defined value proposition for product or service
- New insights are not enough, you need to understand which have the highest value

DISRUPTION

PIVOTING FROM ONE PARADIGM TO THE OTHER

Examples:



FORMULATING INSIGHTS

A quick framework to get your team thinking of new insights is the formulation below. Being able to articulate what it isn't and what it is, is a great way to show the transition from mainstream to insight. A good insight will immediately make you think "Yes!" and be something you've never thought of.

IT'S NOT ABOUT

**(HOW WE ALWAYS
THOUGHT ABOUT IT)**

IT IS ABOUT

**(HOW WE'VE NEVER
THOUGHT ABOUT IT)**



SEARCHING

**FINDING WHAT'S
IMPORTANT**



HOW IT'S MADE

HOW IT'S USED

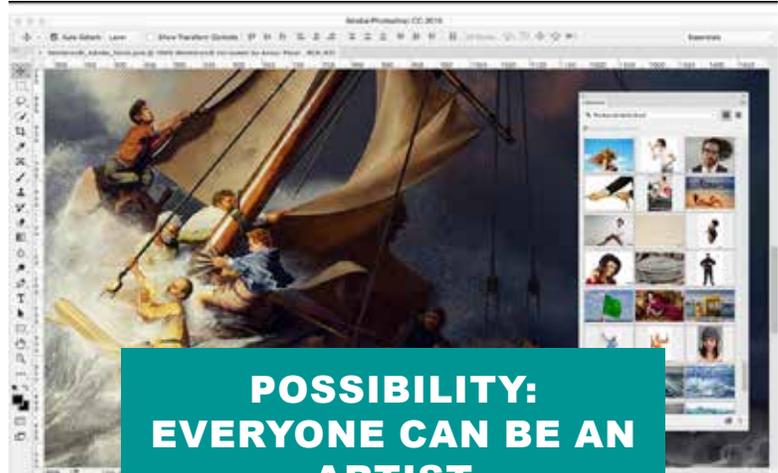


CREDIT

FREEDOM

POSSIBILITY

Grand products have been based on re-imagining the works. Below are three examples of companies that re-envisioned the work with very simple ideas of what could be possible.



**POSSIBILITY:
EVERYONE CAN BE AN
ARTIST**



**POSSIBILITY:
PAGERS THAT TALK**

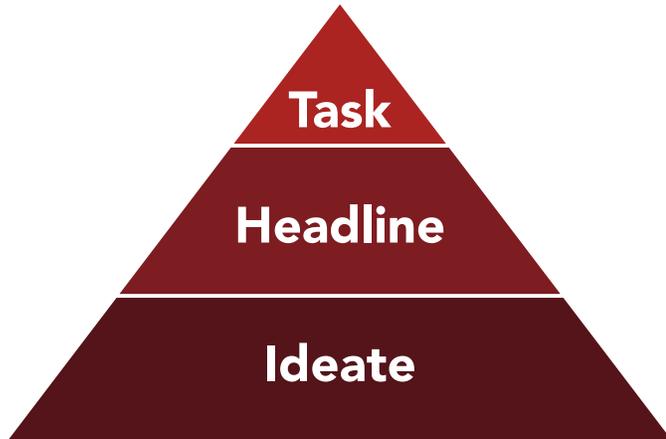


**POSSIBILITY:
"THE THIRD PLACE"**

IDEATION

(Synectics© and other good ideas)

MODIFIED SYNECTICS FLOW PROCESS FLOW



TASK

- Should be specific and allow focus:
“How to increase oil production in external production sites”
- Not:
“How could we add more value to the company”

FORMULATING HEADLINE

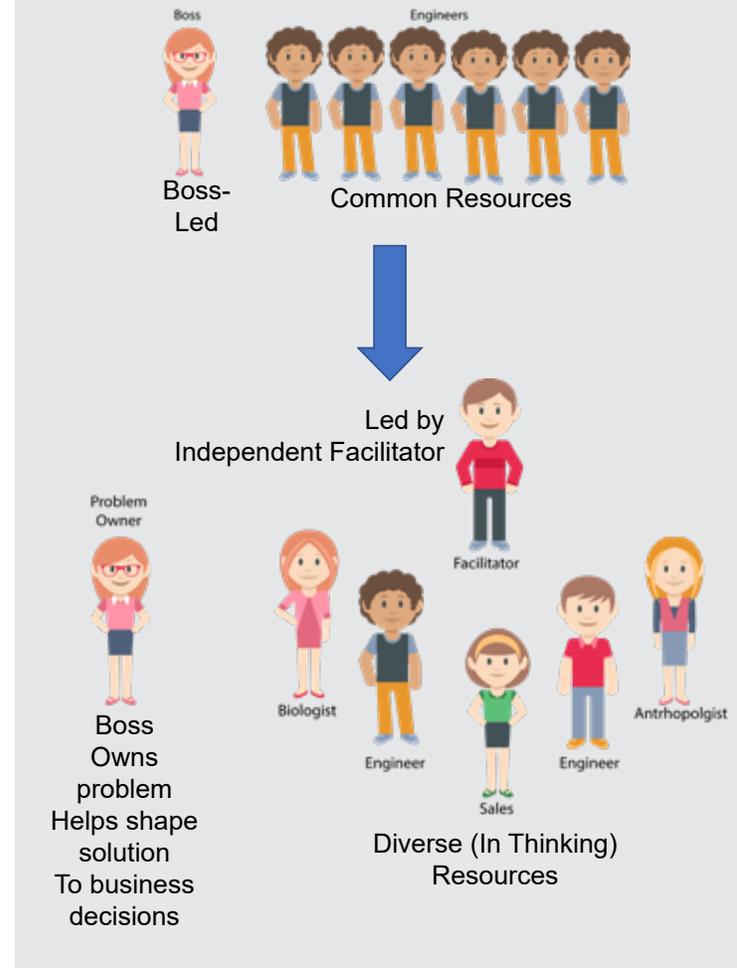
- State problem or opportunity (1 sentence)
- Brief history of problem
- Why is this problem important to you?
- What have you tried?

IDEATE

Many Methods Including:

- Synectics
- Analogies
- Morphological
- Experiment
- Improv
- TRIZ

IDEA: RE-ORGANIZE YOUR TEAM



SYNECTICS – IDEATION TOOLS

Analogies

Direct | Symbolic | Personal | Fantasy

Spring Boards

I wish...

Removes reality | Sets tone for non-traditional | Fanciful

Excursion

Change discussion to unrelated topic

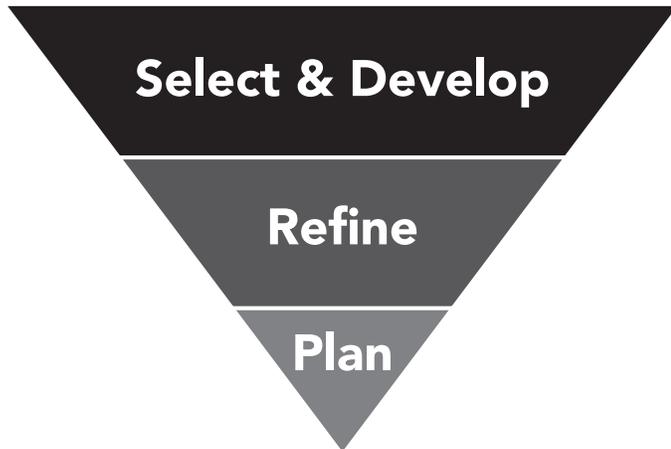
Make a ridiculous story about a pretend character

Go outside/different space, or pick a hobby of a resource.

Generate a list about the excursion (not the problem) and then make connections to problem at hand.

IDEATION

(Synectics© and other good ideas)



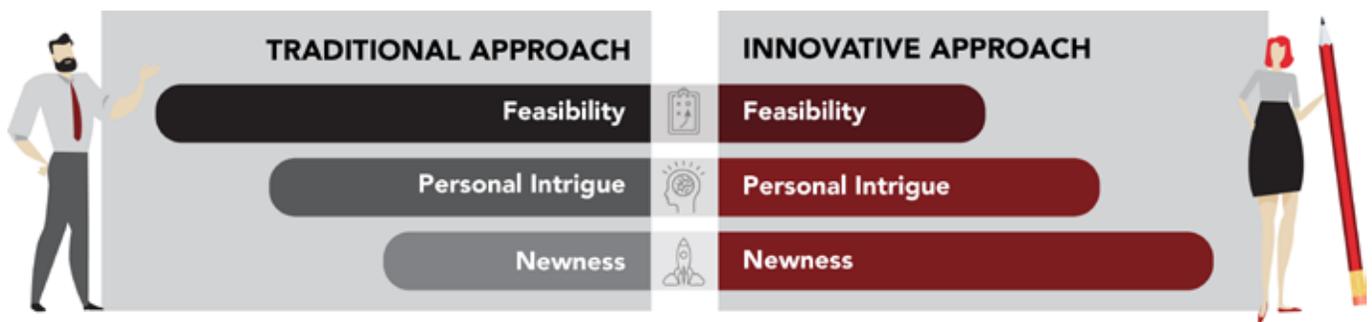
PROBLEM OWNER

- Selects ideas
- Takes ownership and add positive value
- Helps share concerns through “How to”

RESOURCES

- Help overcome concerns
- Ideates on the “How-Tos” to solve each one and move the problem from fanciful to realizable

RE-THINK YOUR DECISION MAKING: FOCUS ON THE NEW & INTERESTING



PROBLEM OWNER MAKES DECISIONS, RESOURCES MAKE IT POSSIBLE



DESIGN THINKING



EMPATHIZE



DEFINE

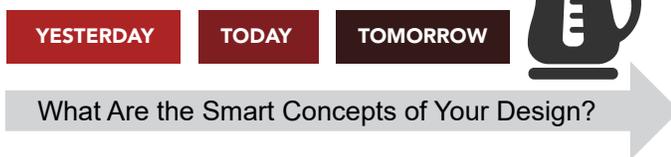
How might we _____ Action
 _____ What
 for _____ Stakeholder
 in order to _____ Change

IDEATE

Any Method Examples:



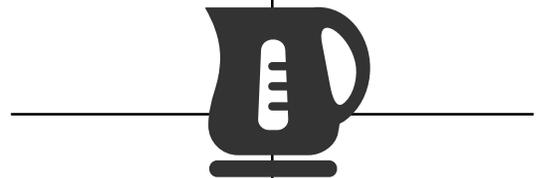
Time Machine



The 4 Cs

Components
 (What are the parts of the kettle; materials, technology)

Characteristics
 (What are the features of the kettle)



Challenges
 (Obstacles associated with the kettle)

Characters
 (Who are the stakeholders associated with the kettle?)

PROTOTYPE & TEST

