

# INNOVATION: From CONCEPT to ACTION

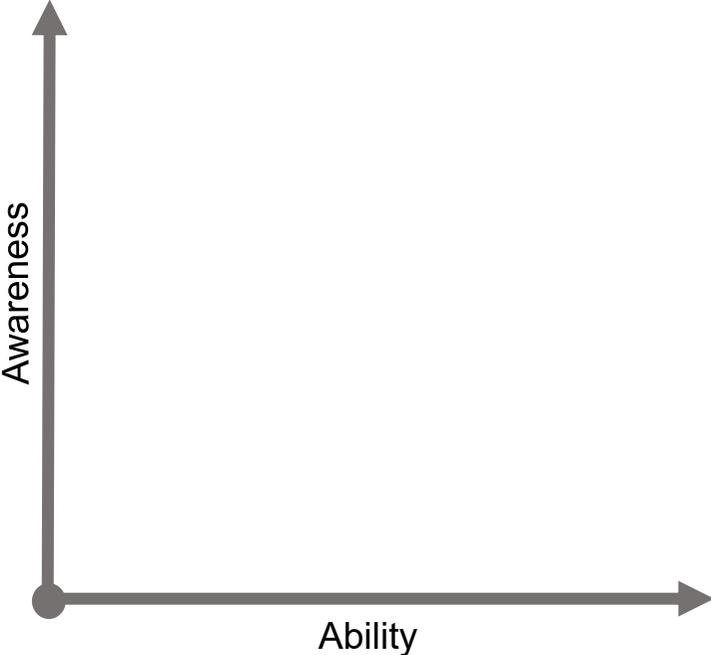
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## When We Innovate



### Reflect on Your Innovations...

Think of a time when you innovated to seize an opportunity, solve a problem or improve a process:

- What was the challenge?
- What made you successful in this situation?
- What specific skills or techniques did you use?
- How did you personally contribute?
- What did you learn through this process?
- How can you apply these success factors more intentionally?

### Mining for Innovations

1. What costs too much?
2. What takes too long?
3. What is poor quality?
4. What keeps falling through the cracks?
5. Where are we missing opportunity?
6. In what ways are we falling behind?
7. What can we learn from other industries?
8. What obstacles do team members encounter?
9. How can we make it easier for customers (internal & external) to do business with us?
10. How are we getting in our own way?

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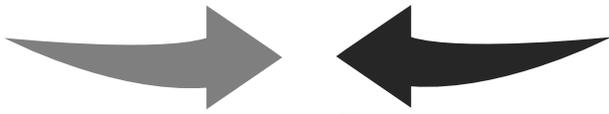
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# Manage the Competing Urges



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## To Figure out the action, change your viewpoint!

1. Reverse the objective.
  - ✓ State it.
  - ✓ Reverse it.
  - ✓ Brainstorm the reversed objective.
  - ✓ Flip the statements.
2. Analogize for creative action items. How is our issue like...?

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## PRESENT and SELL Your Ideas Effectively

Take your ideas closer to implementation with an “executive summary.” This is your opportunity to create interest and support by presenting solutions and benefits. Whether you speak it or write it, use the following sketch to organize and refine your ideas.

### What:

- Give your idea a compelling name. (Think headline, not heading.)
- Create a clear picture of the result you seek in 2-3 sentences. This is your objective.

### Why:

- How will the organization, the customer and/or employees benefit from this idea? Be specific.
- Quantify the benefits if you can. How much time or money will be saved by implementing this idea? What does it mean for us over time?

### Where:

- Where does this idea fit into the larger strategy?
- Demonstrate perspective by aligning your idea to business priorities. Intentionally connect the dots between your idea and what matters most.

### When:

- Think timelines. How long will it take to implement your idea?
- When (and how) will we see the impact of your solution?

### Who:

- Who will be impacted by this idea?
- Who are the potential champions?
- Whose support and buy-in do you need?

### How:

- How will you measure success in tangible ways?
- How will you solve the problem or seize the opportunity?
- How will you take action? Define the steps.