

Innovation cheat sheet

Brainstorm rules

Focus on quantity
Welcome unusual ideas
Withhold criticism
Combine and improve ideas

Ideakillers

Yes, but ...
It already exists!
Our customers won't like that
There is no budget
The market is not ready yet
We are too small for that
We don't have time
...

6 thinking hats of De Bono

Different types of thinking, which is identified by a color:

White Hat Thinking: Data, facts, information known or needed.

Black Hat Thinking: Difficulties, potential problems. Why something may not work.

Red Hat Thinking: Feelings, hunches, gut instinct, and intuition.

Green Hat Thinking: Creativity - possibilities, alternatives, solutions, new ideas.

Yellow Hat Thinking: Values and benefits. Why something may work.

Blue Hat Thinking: Manage the thinking process, focus, next steps, action plans.

5 levels of inventon

different degrees of inventiveness

Level 1 - Routine design problems solved by methods well known

Level 2 - Minor improvements to an existing system using methods known within the industry.

Level 3 - Fundamental improvement to an existing system using methods known outside the industry.

Level 4 - A new generation of a system that entails a new principle for performing the system's primary functions. Solutions are found more often in science than technology.

Level 5 - A rare scientific discovery or pioneering invention of an essentially new system.

20 types of innovation

Incremental innovation
Process innovation
Red Ocean innovation
Service innovation
Business model innovation
Sustainable innovation
Frugal innovation
Blue ocean innovation

Radical innovation
Open source innovation
Product innovation
Experience innovation
Disruptive innovation
User led innovation
Supply chain innovation
Social innovation
Experience innovation
Channel innovation
Brand innovation

Made to stick why ideas survive?:

Simple
Unexpected
Concrete
Credible
Emotional
Stories

How should these companies tackle your innovation challenge

Cirque du Soleil
Apple
Ikea
Virgin
Skype
Groupon
Nintendo
Google
Kickstarter
Amazon
Starbucks
Nike
...

Try making your product or service (more)

Crowdsourced
Sustainable
Small of great
Colorfull
Social
Self service
Easy
Free
Transparent
Different
Invisible
Perfect
Save
All inclusive
All in one
Intelligent / smart
Multifunctional
Hybrid
Visual
Retro
Convenience
Emotional

User generated
Local
Portable
Viral
Urban
Virtual
...

Cross industry inspiration:

Look for ideas in other industries:

Tourism
Telecom
Social Media
Agriculture
Banking
Food
Transport
ICT
Education
Fast Moving Consumer Goods
Real estate
Utilities
Manufacturing
Arts and culture
Automotive
Construction
Engineering
...

Starting points of an innovation

A dream
An idea under the shower
Customer friction
Loosing market share
Combining 2 things for the first time
Make the world better
Revolutionize a industry
...

7 levels of thinking

1. *Effectiveness* DOING the right things
2. *Efficiency* DOING things right
3. *Improving* DOING things better
4. *Cutting* Stopping DOING
5. *Copying* DOING things other people are doing
6. *Different* DOING things no one else is doing
7. *Impossible* DOING things that can't be done

<http://www.thinking-expedition.com/change7.html>

Marc Heleven

<http://www.7ideas.net>