

RIGHT-SIZING INNOVATION FRAMEWORK

STEP 1

EVALUATE WHERE WE ARE TODAY

BE REAL

**WHAT STAGE ARE WE AT WITH THIS SOLUTION?
WHAT IS THE OUTCOME WE NEED TO HAPPEN HERE?**

FOR EXAMPLE

Do we need to speed, stop, start, or switch?

What is our consumer need for doing this?

What parts of human-centered design do we truly need to focus on to feel confident?

Do we need quick ideas to push out and see what sticks, or 3D rendering prototypes? Why?

What are my trade-offs for speed vs. scaling?

BE WISE

**HOW IS THE CONSUMER LANDSCAPE CHANGING?
HOW DO WE MAKE BETTER USE OF WHAT WE ALREADY KNOW?**

FOR EXAMPLE

Do we need primary research or can we find secondary?

How do we get consumers involved sooner and in more authentic/unrefined ways?

What is happening in adjacent categories and other industries?

What are they doing about it? How can we combine brains/resources throughout the organization?

Who are partners and experts that will challenge our thinking and bring fresh perspective?

BE NIMBLE

**HOW DO WE SET OURSELVES UP TO
TEST, FAIL FAST, PIVOT, AND TRY AGAIN?**

FOR EXAMPLE

What shifts do we need to make within our company and individual thinking to be more flexible and accepting of ideas?

What are the most inflexible points in current operations, and what are the underlying reasons for the rigidity?

What inspirational stories can we tell to keep momentum going?

STEP 2

DECIDE THE NEXT MOST PURPOSEFUL THING TO DO

Convince, get more information, build X, decide alternate focus, etc.

IF IT WORKS, DO THIS...

Scale and execute, etc.

IF IT DOESN'T WORK, DO THIS...

Diagnose and fix/adjust, etc.