## 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.