THE STRATEGY GROUP

5 tips to find and accelerate new ideas

Who would have thought we'd see something like this……

Apple fans bemoan lack of core ideas

Which makes you wonder....

Did Steve Jobs build an idea factory or was *he* the idea generator himself?

So, what is the definition of innovation?

The collision of two or more ideas to create an explosion, generating new ideas that are taken to execution

This happens when people get together

The **collision of two or more ideas** to create an explosion, generating new ideas that are taken to execution

The collision of two or more ideas to **create an explosion**, generating new ideas that are taken to execution

Lots of ideas explodes into a great idea

The collision of two or more ideas to create an explosion, generating new ideas **that are taken to execution**

But great ideas mean little if it's not implemented

Air conditioned shoes

Innovation <u>isn't</u> just about developing
the next cool product

There are actually 10 types of innovation

Here are some examples...

Process innovation

Ikea successfully transports, stores and sells their flat packed products worldwide

Channel innovation

Nespresso has stores or pop up stores in most shopping centres around Australia

Customer experience innovation

Apple creates strong visual & emotional attraction
to their stores and products

Profit model

DELL

Networking

P&G

Product performance & features Intel® Pentium® 4

Product system Microsoft **Office**

Customer Service

FedEx

Configuration				Offering		Experience			
Profit model	Networking	Structure	Core process	Product performance	Product system	Service	Channel	Brand	Customer experience

3. Structure SOUTHWEST AIRLINES

4. Core process **IKEA** ZARA

NESPRESSO Channel

Virgin Brand

Customer experience 🍎

Here are some others types of innovation…….

But what makes these companies innovate so well?

Here are 5 tips to find your next big idea and move them to successful implementation

tip1

Great ideas often come from people like employees, customers, partners…

…not just from members of the leadership team

tip2

Create a culture that encourages **wild ideas…**
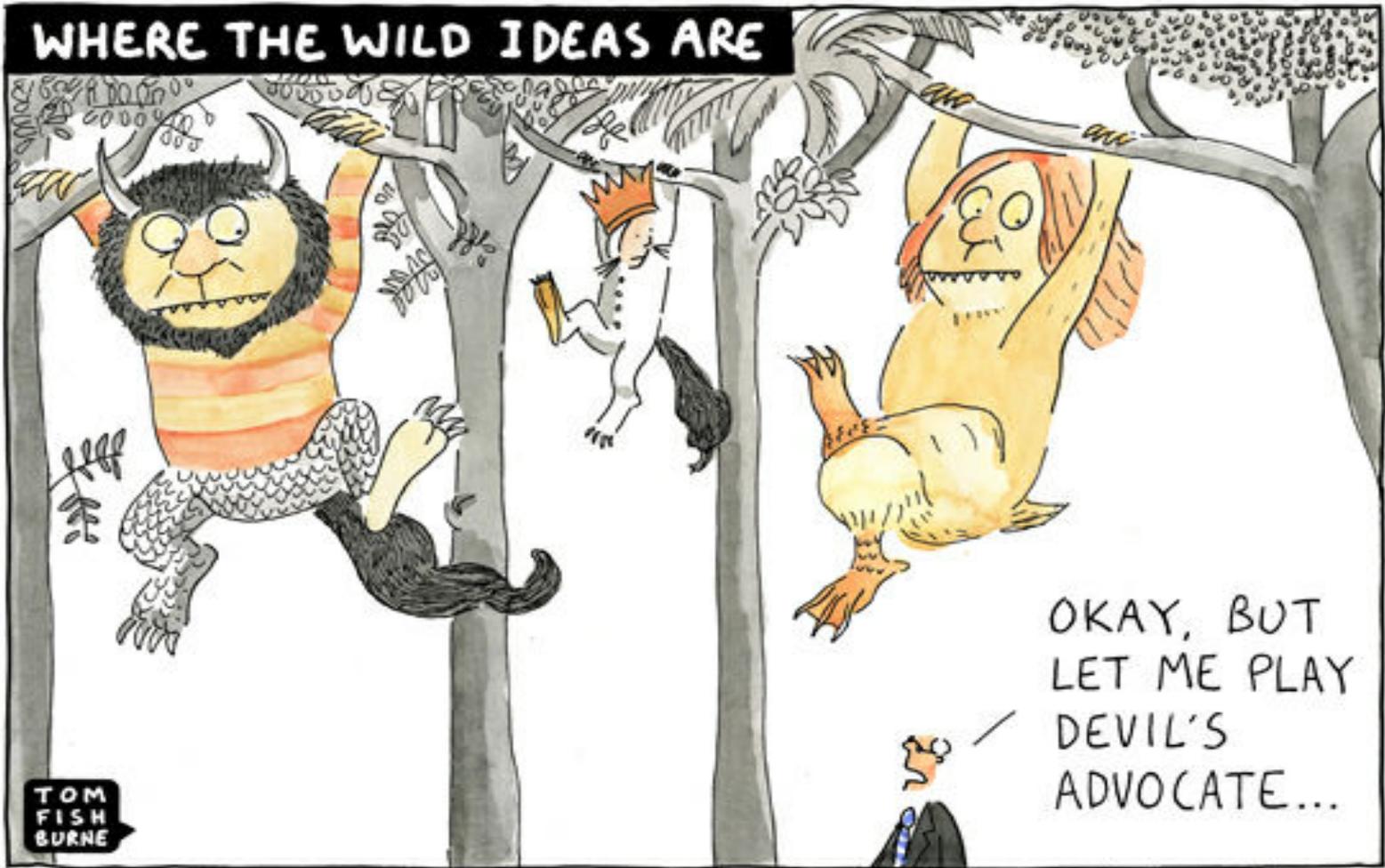
Out of the box ideas often lead to great ideas

tip3

Use tools to capture & manage ideas

There are ideation tools available that capture ideas

tip4

Develop a process to take

ideas to execution

Here's an example of a great process

1. Find and collect the ideas from all sources

Find

Filter

3. Incubate the ideas

Incubate
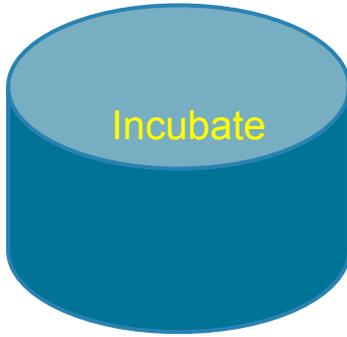
Filter

5. Accelerate a small number of great ideas

Accelerate

2. Filter the ideas

4. Filter the ideas, again
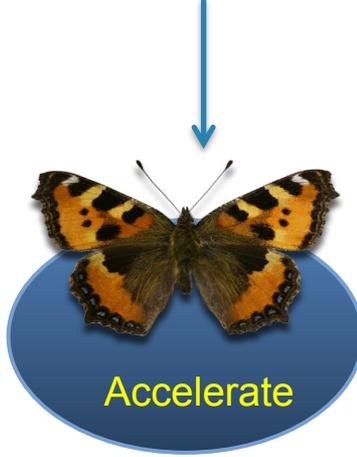
= **SUCCESSFUL INNOVATION**

Ensure a seamless transition between each stage of the process to take ideas to execution

tip5

Quickly *test prototypes* with customers

Since successful innovation is about creating something the customer actually wants

There are ideation platforms that help capture ideas and manage them to implementation…

Here's one…...

Brightidea is used by hundreds of innovative companies around the world

Like these…

The Brightidea Platform enables you to capture ideas from all sources via a personlised interface

so you can set innovation challenges for your community

and view how many ideas have been submitted (and by whom)

View more details about the ideas submitted…

…and how see many votes it has received
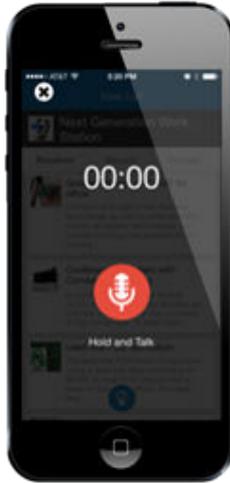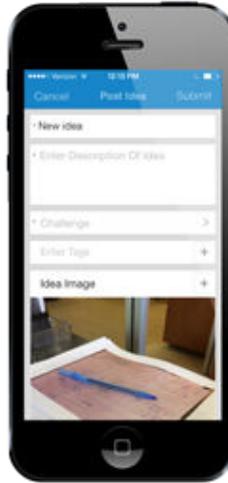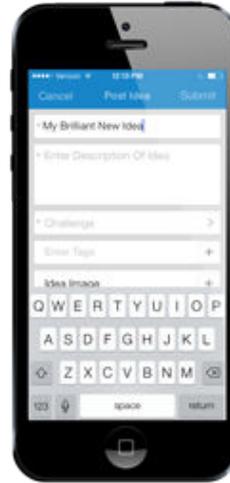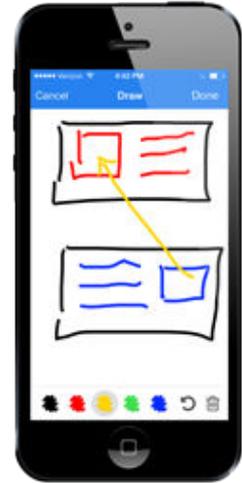
Submit and vote on ideas from any device
from anywhere in the world

Submit the most popular ideas to a panel for voting…

…and compare the votes to those of the crowd

Generate the most popular ideas into proposals…

…and send to people for review

Turn successful proposals into business projects…

…and track its execution and acceleration

And watch as your great idea turns into success!

Like to know more?

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