FULL STEAM AHEAD
1
1 INNOVATION FOCUS WORKSHOP
IDEATION TEAM
2 CORE TEAM INTRO MEETING
FORTH PLANNING
3 KICK-OFF WORKSHOP
INNOVATION ASSIGNMENT
DEPARTURE DOCUMENT
6-10 INNOVATION OPPORTUNITIES
POTENTIAL TARGET GROUPS
BAY OF DOUBTS: DO WE REALLY NEED TO INNOVATE?
FAILED BRAINSTORM WRECKS
BUSY BUSY BUSY ESCAPE HARBOUR
BUSINESS AS USUAL SAND BANKS
WE INNOVATE ANYWAY
MY BOSS WON'T LET ME ISLAND
OBSERVE & LEARN
2
CUSTOMERS ARE SCARY CLIFFS
4 EXPLORE PREPARATION WORKSHOP
BEST INNOVATION OPPORTUNITIES
8 4 OBSERVE & LEARN WORKSHOPS
5 EXPLORING TRENDS & TECHNOLOGY
AN OPEN MIND
6 DISCOVERING CUSTOMER FRICTIONS
7 EXPLORING INNOVATION OPPORTUNITIES
BEST CUSTOMER FRICTIONS
OUR OWN BLIND SPOTS
IT'S NOW OR NEVER CURRENT
THE CALM BEFORE THE STORM PASSAGE
POST-IT STORM
TEST IDEAS
4
12 2ND CONCEPT IMPROVEMENT WORKSHOP
3-5 IMPROVED TESTED CONCEPTS
11 CONCEPT TESTING
NOT INVENTED HERE CLIFFS
ME-TOO TRIANGLE
RAISE IDEAS
3
500-750 IDEAS
30-40 IDEA DIRECTIONS
9 NEW PRODUCT BRAINSTORM
12 IMPROVED CONCEPTS
12 CONCEPTS
10 1ST CONCEPT IMPROVEMENT WORKSHOP
WARM CREATIVE GULF STREAM
NO SUPPORT CLIFFS
AM I CREATIVE? TIDE
HOMECOMING
5
CUSTOMERS DON'T LIKE IT BAY
3-5 MINI NEW BUSINESS CASES
THE BEST COACHES ARE IN THE SANDS WATCH TOWER
15 CONCEPT TRANSFER WORKSHOP
14 FINAL PRESENTATION
13 4 MINI NEW BUSINESS CASE WORKSHOPS
AN INNOVATIVE MINDSET
AN EFFECTIVE IDEATION PROCESS
WE CAN DO IT MIST
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FORTH
INNOVATION METHOD
LEGEND
INNOVATION CLIMATE
STAGES
ACTIVITIES
DELIVERABLES
FULL STEAM AHEAD 5 WEEKS
OBSERVE AND LEARN 6 WEEKS
RAISE IDEAS 2 WEEKS
TEST IDEAS 3 WEEKS
HOMECOMING 4 WEEKS