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**INNOVATION TEMPLATE PACKAGE**

**CASE STUDY: INNOVATION FOR A KEY COMPANY STRATEGY/ STRATEGIC IMPERATIVE**

**Strategy:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Awareness**

* + **Recognize or Select a Need (Problem or Opportunity)**
    - Jot down initial ideas
      1. …
      2. ..
      3. …
  + **Develop a Need Statement (Problem or Opportunity):**
    - **What is the problem/Opportunity?**
    - **Who(s) has the problem/Opportunity?**
    - **What are the dimensions of the problem? (How serious, How big, How important, …?)**
  + **Develop an Informal Definition of Success (Impact)**

**Creativity**

* + **Generate Ideas**
    - At least three ideas that are impossible to do

2.

3.

* + - At least one idea that is more readily doable
  + **Log Issues & keep moving**
  + **Harvest the Best Ideas (Most Impactful)**

**Resourcefulness**

* + - Specify Barriers -Assess Barriers - Specify Way of Dealing With Barrier - Refine Idea

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| --- | --- | --- | --- | --- |
| **Idea** | **Barrier** | **Assessment** | **Specification** | **Refined Idea** |
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**Formalization-** Flush Out Details

* + Develop a Formal Definition of Success– Intentions, Values, Focus, Context
    - Include Problem Statement as Background:
    - Intentions:
    - Guiding Values/principles:
    - Focus/ scope:
    - Context:
* **Develop a Plan (Activities, Work Product, Resources, When)**

**Sample below is a Framework for a ‘Napkin-Level’ Work Plan- no matter what work/project planning tool used you should minimally have these four elements:**



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| **Process/ Activities** | **Work Products/Deliverables** | **Resources** | **Schedule /Dependencies** |
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* **Develop a Desirability Study (Business Case- Cost/ Benefit Analysis ) and Metrics- ( in standard or required format)**
* **Plan the Communications**

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| --- | --- | --- |
| **Why am I communicating and what is success?** | | |
|  | | |
| **Identify Generic Messages** | **What messages would achieve the purpose?** | |
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| **Analyze Audience** | **Who are my stakeholders (audience) and what are their needs?** | |
|  | |
| **Customized Messages Organize Presentation** | **How do I adjust or supplement my messages so they will be heard and put in logical sequence?** | **Sequence** |
|  |  |
| **Prepare for Reactions** | **How are my messages likely to be received; what questions are likely to be asked; what are my responses?** | |
|  | |
| **Prepare Contingencies** | **What common or situational possibilities can affect your communication & what contingencies do you need?** | |
|  | |

**Execution**

* + Develop Support
  + Execute the Plan
* **Results**
  + Measure the Impact to Confirm the Idea Was Actually An Innovation