



INNOVATION *Zero to One* **TOOLKIT**

These resources are useful tools to help you to run innovation workshops. They are worksheets that can form the backbone of the exercises you design for your innovation programme. Print them out and bring together key stakeholders from your organisation. To see them in action and learn how to run effective innovation workshops sign up to the 383 Innovation Zero to One Workshop in April 2018.



Starting Innovation Map



Our Customers Are

- Using competitors services →
- Using less of our services →
- Demanding more from us →

Our Technology Is

- Outdated and in our way →
- Not Fulfilling our internal needs →
- Not Enabling great customer experience →

Our Market Is

- Being disrupted by start-ups →
- Highly competitive →
- Changing rapidly →

Rank the above challenges in order of importance 1 - 9

So We Need to

Identify business challenges and opportunities

Think creatively and autonomously

Develop New Ideas

Find Time to explore new ideas

Persuade Senior team of value of innovation

Validate New Ideas Fast

Changing rapidly

Invest in ideas externally

Draw Lines to the actions that you think you should take from each challenge

We already do this

- | | | | |
|---|-----|---|----------------------|
| } | No | → | Innovation Sprint |
| | Yes | → | Prototype Sprint |
| } | No | → | Capability Building |
| | Yes | → | Innovation Challenge |
| } | No | → | Innovation Blueprint |
| | Yes | → | Fast Track Sprint |
| } | No | → | Innovation Sprint |
| | Yes | → | Prototype Sprint |
| } | No | → | Innovation Blueprint |
| | Yes | → | Prototype Sprint |
| } | No | → | Innovation Blueprint |
| | Yes | → | Prototype Sprint |
| } | No | → | Prototype Sprint |
| | Yes | → | Accelerator |
| } | No | → | Accelerator |
| | Yes | → | Great! Do More |

Find the most relevant work programme for you



Proving Innovation - *Sketch*



Name the **idea**

Give it a name that describes the product or service

Sketch the **idea**

This could be a customer journey, storyboard or screens

Describe the **idea**

What does the product or service do?

List the **customer needs** it solves

It should solve at least one customer need

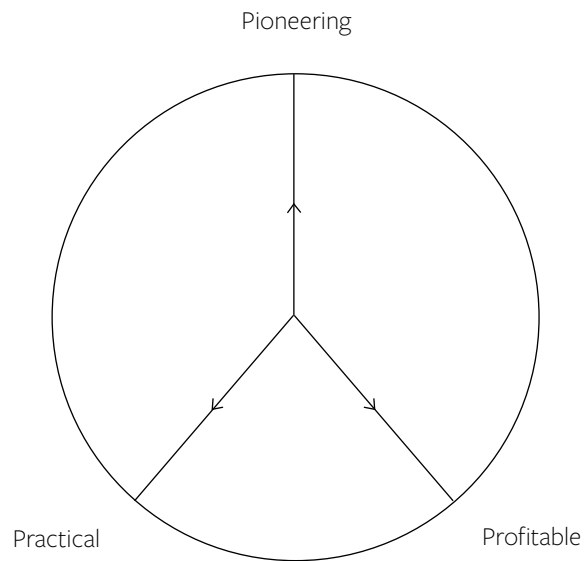


Accelerating Innovation - *Idea Evaluator*



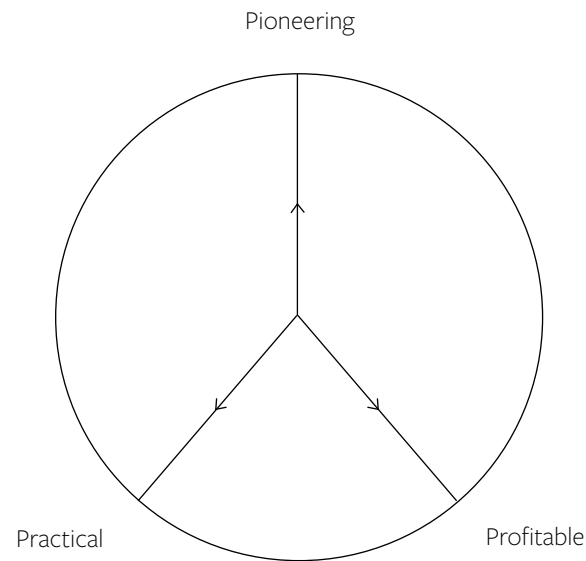
Mark an x on each axis from low to high and join up the dots

Idea 1



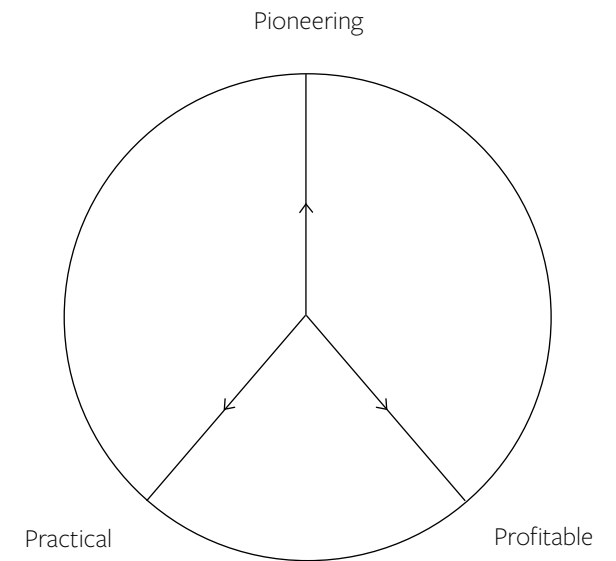
Notes

Idea 2



Notes

Idea 3



Notes