

Innovation Continuum to Ideas



Brainstorming

Rapid Improvement Events i-cubed

- Competitor activity
- Complaint data
- Issues
- Quick hits
- Process fixes

VOC Driven/Themes Creativity Techniques

- Competitor activity
- Customer feedback
- Focus groups/VOC
- Expressed needs
- Insight driven
- New products/features
- Same space

'IDEO' Style Innovation

- Transformational change
- Customer observations
- Un-focus groups
- Unspoken, unexpressed and unmet needs
- Totally insight driven, 'how might we...'

Depth of Innovation

- More time
- More effort
- More resource

