

Transforming *Top Ideas* Into *Bottom-line Results*

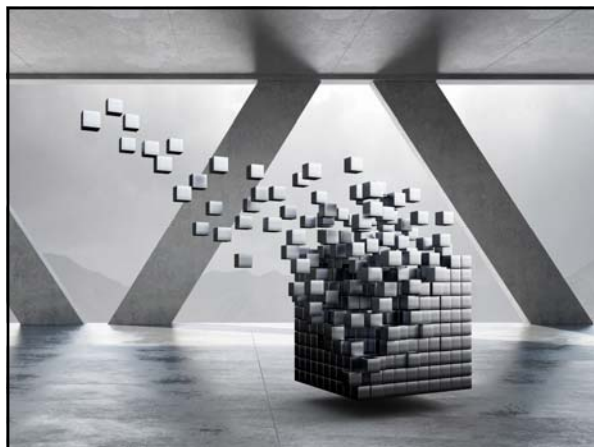
A practical & effective approach to innovation

Bob Roitblat



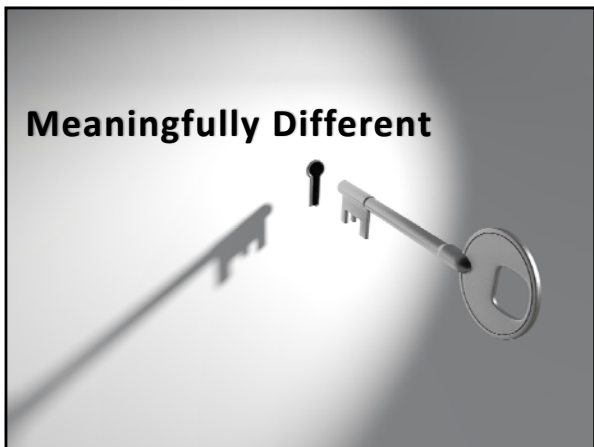
**Your organization is perfectly
designed...**







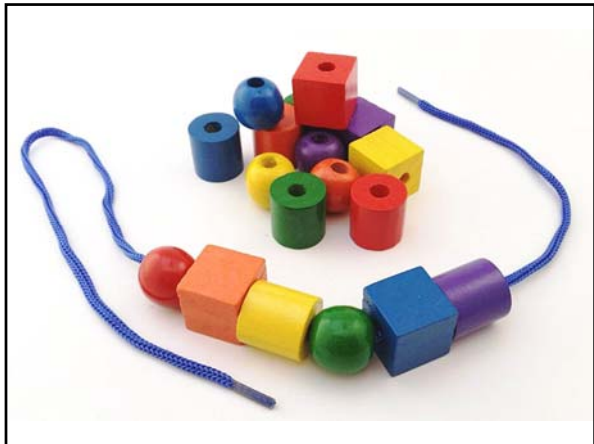


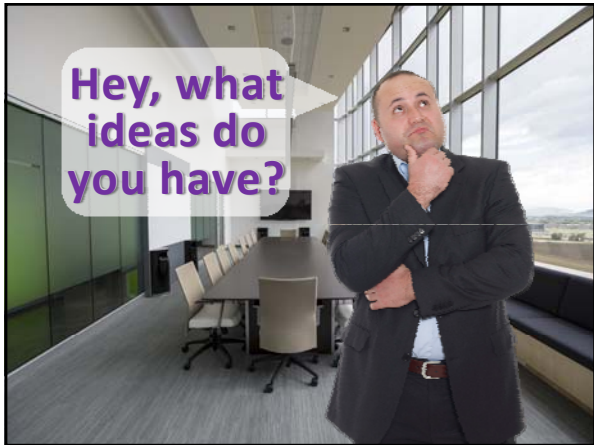


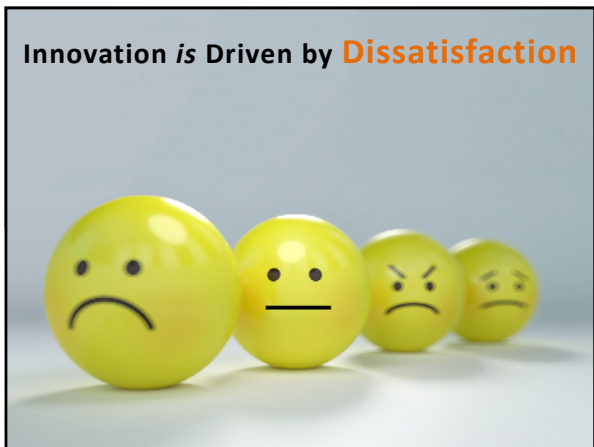
INNOVATION











1. Insights Before Ideas



I need...
I'm frustrated with...
I'm challenged by...
I'm afraid of...
I want...

Outcomes or Capabilities

OUTPUTS
OUTCOMES



Solve for 'BUT'

Outcome Hierarchy

Expected Outcomes
Too basic to mention
 Unnoticed unless absent

Outcome Hierarchy

Undifferentiated

Articulated Outcomes
What customers say they want
 Satisfying in proportion to their presence

Expected Outcomes
Too basic to mention
 Unnoticed unless absent

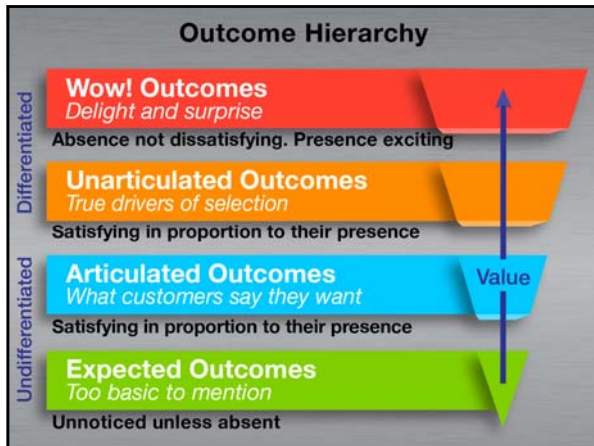
Outcome Hierarchy

Differentiated

Unarticulated Outcomes
True drivers of selection
 Satisfying in proportion to their presence

Articulated Outcomes
What customers say they want
 Satisfying in proportion to their presence

Expected Outcomes
Too basic to mention
 Unnoticed unless absent



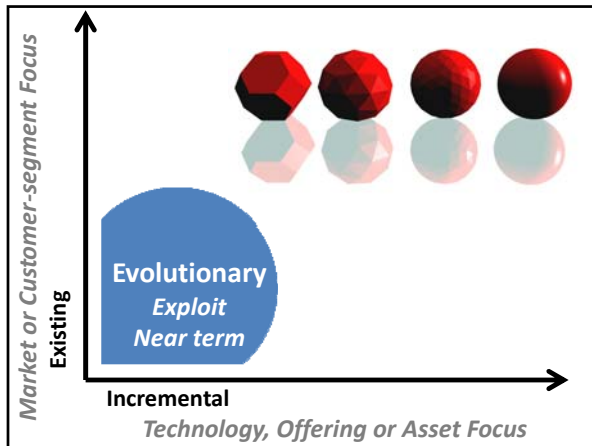


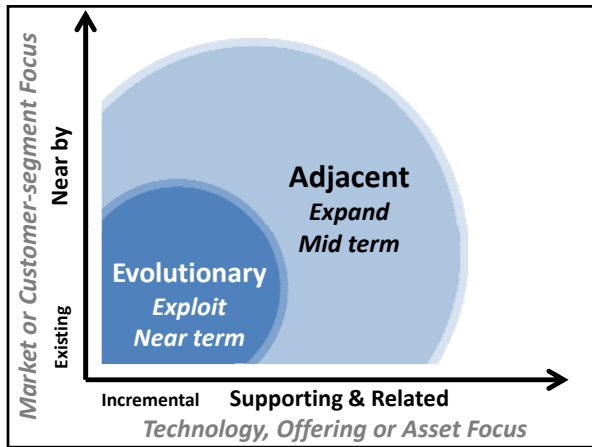


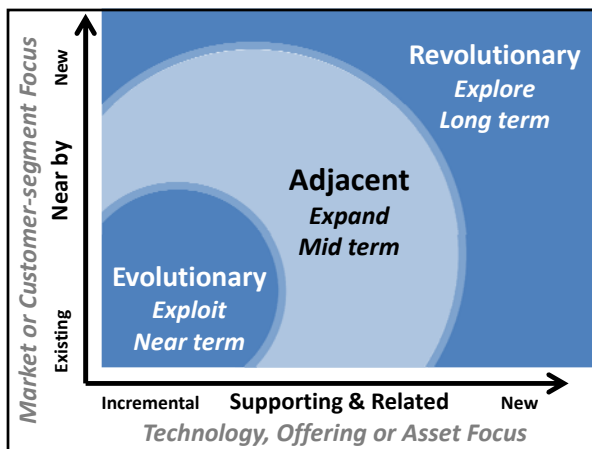












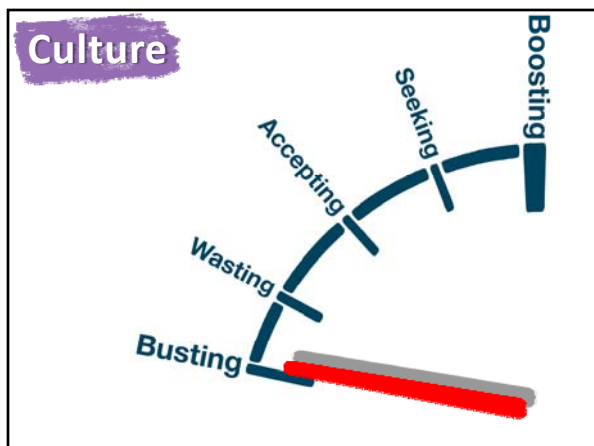
2. Finish the Sentence

~~What ideas do you have?~~

What ideas do you have for  &  ?







3. Idea Boosting Culture

"You may be able to buy someone's hand or back, but you can never buy someone's heart, mind, and spirit—these are volunteered only."

Stephen Covey
Address at Southern Virginia University,
November 2009.

Willing & Able Contributors

Who or what is blocking ideas from reaching who they need to reach?

What's holding people back from sharing their ideas?

Ideas Left Unshared















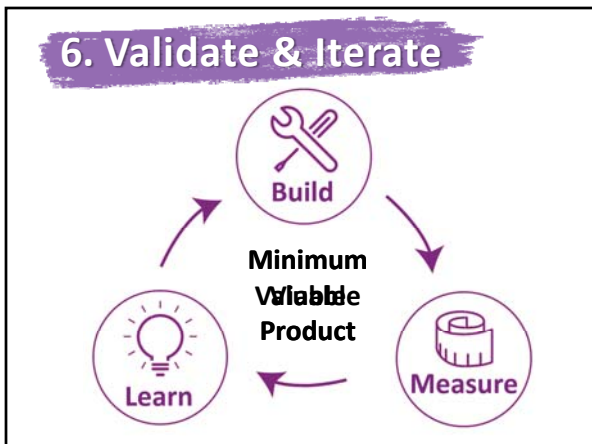












6. How would you feel if the offering was no longer available?

Indifferent | | | | | Disappointed

Wide roll-out?
Kill the project?
Build another iteration?

Learn ← Measure

Outcome Focused Innovation Process

Discover

- 1 Insight before ideas
- 2 Finish the sentence

Deliver

- 3 Idea boosting culture
- 4 Tap all idea sources
- 5 Get buy-in
- 6 Validate & iterate

Thank You

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Please contact me with any questions or comments

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f t in YouTube

You can learn about how to be successful at innovation on your own, and you can implement an innovation process on your own. Or you can cut years off the learning curve by engaging me to help you accelerate your success. How soon do you want to see results?

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