

Driving Innovation from Within

4

Value blockers <input type="checkbox"/> Position <input type="checkbox"/> Product <input type="checkbox"/> Promotion <input type="checkbox"/> Price <input type="checkbox"/> Place <input type="checkbox"/> Processes <input type="checkbox"/> Physical experience <input type="checkbox"/> People	Ways to remove:
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5

Critical assumptions

- 1
- 2
- 3
- 4
- 5

Step 1: Hypothesis
We believe...

Step 2: Test
To verify that,...

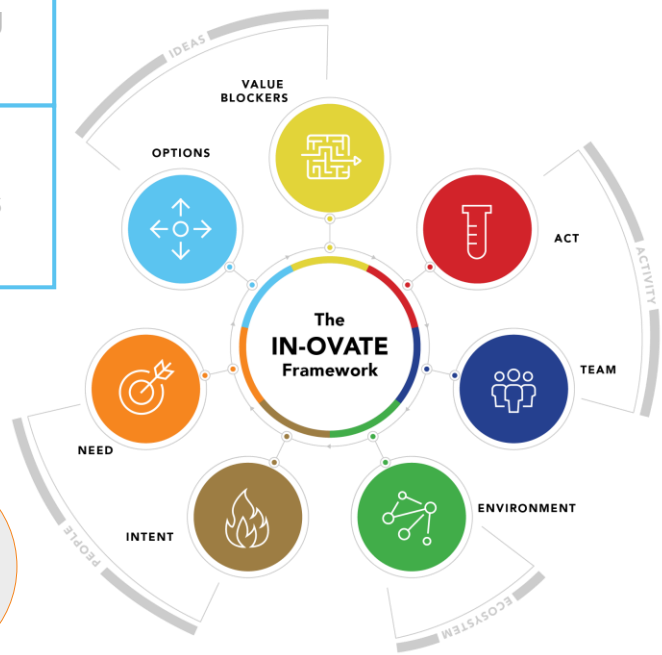
Step 3: Metric
And measure...

Step 4: Criteria
We are right if...

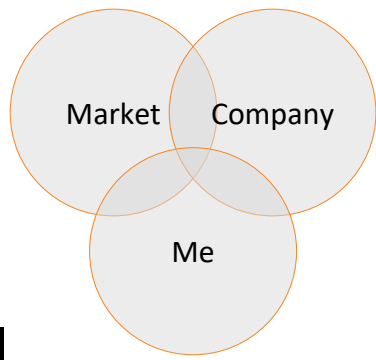
3

Options

High	Crazy	Winning moves
Low	Wastes of time	Tactics
	Difficult	Easy



2



1

Am I capable?	Will it work?	What will people say?
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7

Talent <input type="checkbox"/> Innovative <input type="checkbox"/> Autonomous & proactive <input type="checkbox"/> Market awareness <input type="checkbox"/> Calculated risks <input type="checkbox"/> Intrinsic motivation <input type="checkbox"/> Political acumen	Structure <input type="checkbox"/> Innovation resources <input type="checkbox"/> Rewards <input type="checkbox"/> Allowance of risk-taking <input type="checkbox"/> Org. freedom Culture <input type="checkbox"/> Innovative <input type="checkbox"/> Autonomy <input type="checkbox"/> Market awareness <input type="checkbox"/> Risk-taking	Leadership <input type="checkbox"/> Prioritize innovation <input type="checkbox"/> Build talent <input type="checkbox"/> Create structure <input type="checkbox"/> Shape culture
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6

Team

Who?
Who?
Metrics?
Scoreboard?
Rhythm?
Positive velocity?