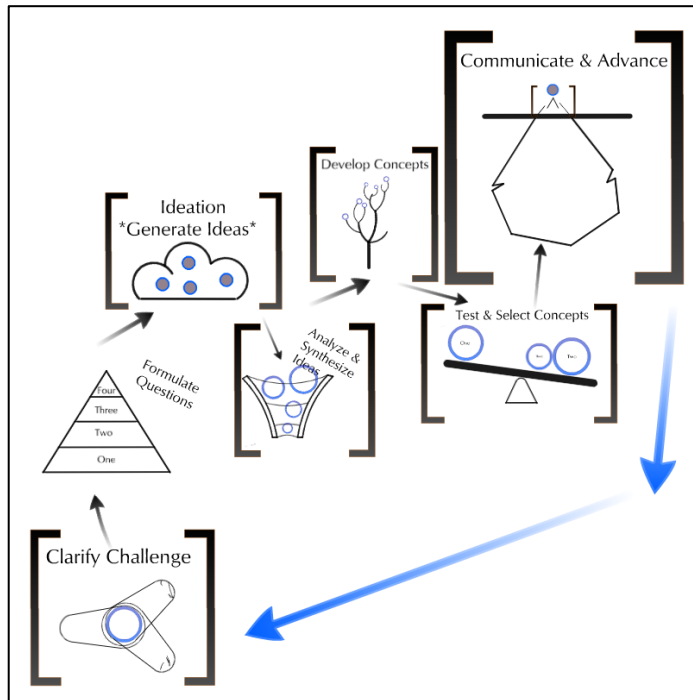


# Innovation Step-by-Step Toolkit



**A. Look at your *challenge*. B. What *questions* focus you?**

**C. Rapidly number and list *ideas* catalyzed from your questions, insights, & interest areas. Go for quantity. Don't judge. Get the raw ideas in your mind out so a new idea can appear.**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**D. *Analyze*: select your top ideas and find themes.**

**E. *Develop* your ideas into rough *concepts* that are post-it note size.**

**F. *Test & select* the top group concepts that are most buildable, interesting, & different.**

**G. Build your concept one-sheets to *communicate & advance* to others.**

# Idea Generation Catalyst Tools

- **Problems to solve or opportunities to seize**
- **Emerging trends or new technologies to use (ex. SOCIAL, BIG DATA, IOT, CLOUD, MOBILE, AI, VR, 3D, DIGITAL)**
- **Target markets, audiences, specific people or clients to serve or develop for**
- **Specific wants, needs, or things potential customers have asked for online or in conversation**
- **Specific assets you have to leverage, expertise to work, or collaborations to utilize**
- **Available funding sources and their purpose**
- **New ideas launched by other orgs in other industries**
- **Any forced connection/association (image, text, etc.)**


# CONCEPT CARD FORMAT

**Build your idea into a concept that we can understand.  
Add bullet point description with things like:**

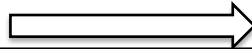
- What this idea is (title or headline)**
- How it might work or when**
- Who it is for or with**
- Problem it solves or opportunity it seizes**

## **Example**

Original idea (one liner):

1. eBook of innovation quotes

*Develop further into a concept card:*



Innovation Quote eBook for Event Participants

-A PDF ebook with images of innovation quotes and reflections to journal on

-Give to my clients after the event to stay motivated & get into action with their idea

-Helps to inspire, motivate, and develop an innovation mindset + add value to my event

## **Concept Title or Headline**

**Bullet Point Concept Description or Value Proposition**  
**Include what you can...your “best guess” elements like:**

- Who this concept is for or with (customer, user, partner, etc.)**
- What it is or how it might work and when**
- Problem it solves or opportunity it seizes**
- Features & benefits it provides**
- Any validating evidence, research, quotes, data, etc.**
- Next steps to develop & launch it**

**Concept  
Visual**