

The People Powered Innovation Journey

INITIATE

- 1) Explore and decide.
- 2) Reframe problem to destination.
- 3) Customize PPI journey.

TANGIBLE OUTCOMES

- Go-/No-go decision.
- External context understood by all.
- Problem reframed into a desired destination.
- Your customized journey:
 - Scope
 - Budget / Timing
 - Key roles
 - Engagement strategy

INTANGIBLE OUTCOMES

- Aligned, informed, committed and active leadership structure.
- Clear case for action that resonates with the staff throughout the enterprise.

INQUIRE

- 1) Develop sub-topics and research plan.
- 2) Conduct research.
- 3) Extract insights.

TANGIBLE OUTCOMES

- Interview protocols and decisions on who/how to interview and what/where/how to get quantitative data.
- Analyzed qualitative and quantitative data set.
- Prioritized list of insights.

INTANGIBLE OUTCOMES

- Greatly increased connectivity.
- Higher energy and dislodgement of uncertainty.
- Greater hope, relief that it is do-able, belief that we can get there.

IMAGINE

- 1) Envision “wow” futures.
- 2) Identify innovation possibilities.
- 3) Model the innovations.

TANGIBLE OUTCOMES

- Compelling image of “wow” future for stakeholders.
- Prioritized innovation possibilities.
- Low-res prototypes that can be tested.

INTANGIBLE OUTCOMES

- Shared vision of an exciting future.
- Mindset shift from “no way” to “how might we.”
- Sense of excitement for and personal ownership of the innovation possibilities.

INVIGORATE

- 1) Field test and iterate.
- 2) Mobilize and scale.
- 3) Evaluate and adapt.

TANGIBLE OUTCOMES

- “Hi-Fi” Prototypes being rapidly improved via field tests.
- A set of innovations across the system.
- A process of learning via generative evaluation in place.

INTANGIBLE OUTCOMES

- A culture of innovation.
- Expanded internal innovation capabilities.