

# Innovation cheat sheet

## Brainstorm rules

Focus on quantity  
Welcome unusual ideas  
Withhold criticism  
Combine and improve ideas

## Ideakillers

Yes, but ...  
It already exists!  
Our customers won't like that  
There is no budget  
The market is not ready yet  
We are too small for that  
We don't have time  
...

## 6 thinking hats of De Bono

### Different types of thinking, which is identified by a color:

*White Hat Thinking:* Data, facts, information known or needed.

*Black Hat Thinking:* Difficulties, potential problems. Why something may not work.

*Red Hat Thinking:* Feelings, hunches, gut instinct, and intuition.

*Green Hat Thinking:* Creativity - possibilities, alternatives, solutions, new ideas.

*Yellow Hat Thinking:* Values and benefits. Why something may work.

*Blue Hat Thinking:* Manage the thinking process, focus, next steps, action plans.

## 5 levels of inventon

different degrees of inventiveness

*Level 1* - Routine design problems solved by methods well known

*Level 2* - Minor improvements to an existing system using methods known within the industry.

*Level 3* - Fundamental improvement to an existing system using methods known outside the industry.

*Level 4* - A new generation of a system that entails a new principle for performing the system's primary functions. Solutions are found more often in science than technology.

*Level 5* - A rare scientific discovery or pioneering invention of an essentially new system.

## 20 types of innovation

Incremental innovation  
Process innovation  
Red Ocean innovation  
Service innovation  
Business model innovation  
Sustainable innovation  
Frugal innovation  
Blue ocean innovation

Radical innovation  
Open source innovation  
Product innovation  
Experience innovation  
Disruptive innovation  
User led innovation  
Supply chain innovation  
Social innovation  
Experience innovation  
Channel innovation  
Brand innovation

## Made to stick why ideas survive?:

Simple  
Unexpected  
Concrete  
Credible  
Emotional  
Stories

## How should these companies tackle your innovation challenge

Cirque du Soleil  
Apple  
Ikea  
Virgin  
Skype  
Groupon  
Nintendo  
Google  
Kickstarter  
Amazon  
Starbucks  
Nike  
...

## Try making your product or service (more)

Crowdsourced  
Sustainable  
Small of great  
Colorfull  
Social  
Self service  
Easy  
Free  
Transparent  
Different  
Invisible  
Perfect  
Save  
All inclusive  
All in one  
Intelligent / smart  
Multifunctional  
Hybrid  
Visual  
Retro  
Convenience  
Emotional

User generated  
Local  
Portable  
Viral  
Urban  
Virtual  
...

## Cross industry inspiration:

### Look for ideas in other industries:

Tourism  
Telecom  
Social Media  
Agriculture  
Banking  
Food  
Transport  
ICT  
Education  
Fast Moving Consumer Goods  
Real estate  
Utilities  
Manufacturing  
Arts and culture  
Automotive  
Construction  
Engineering  
...

## Starting points of an innovation

A dream  
An idea under the shower  
Customer friction  
Loosing market share  
Combining 2 things for the first time  
Make the world better  
Revolutionize a industry  
...

## 7 levels of thinking

1. *Effectiveness* DOING the right things  
2. *Efficiency* DOING things right  
3. *Improving* DOING things better  
4. *Cutting* Stopping DOING  
5. *Copying* DOING things other people are doing  
6. *Different* DOING things no one else is doing  
7. *Impossible* DOING things that can't be done

<http://www.thinking-expedition.com/change7.html>

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<http://www.7ideas.be/>

<http://tiny.cc/lx8rfw>