



Innovation Worksheet

Use this worksheet while viewing Guy Kawasaki's *the Art of Innovation* from TEDx Berkeley.

Watch the video on your own, pausing after each point raised and make notes of the insights that occur to you.

Then watch it again with your team, playing, pausing and making notes of your team's insights.

1) Make Meaning, Not Money

What difference do your products and services make in peoples' lives? List for each market segment you serve or desire to serve.

2) Make a Mantra, Not a Mission

What 2 or 3 words describe the difference you want to make? Stated differently, how can you narrow your mission statement to 2 to 3 words?

3) Jump to the Next Curve

Think about the problem you solve, not your current products and services. What is or will be the next big innovation to solve that problem?

4) Roll the Dice

According to Guy, a great innovation is Deep, Intelligent, Complete, Empowering and Elegant (DICEE). How does your innovation compare? How can you enhance your products and services?

Deep -- How do the features and functionality of your innovation go deep?

Intelligent -- How is your innovation intelligent?

Complete -- How can you differentiate your products and services by the completeness in which they solve a particular problem?

Empowering -- How can your innovation empower your customers or clients? How can your offerings change their lives?

Elegance -- How can you offer great design and user experiences?

5) Don't Worry, Be Crappy

My former law partner used to say, "better is the enemy of good enough." What revolutionary, problem solving features of your innovation will benefit your customers now, even if it can be improved later?

6) Let 100 Flowers Blossom

Your innovation may be used in ways and by market segments you have not considered. How will you test and monitor the ways people use your products and services?

7) Polarize People

What market segments will love your innovation? What segments will not?

8) Churn Baby Churn

How will you make sure your innovation will evolve over time? How will you identify aspects that do not resonate with your market segments and continue to make changes?

9) Niche Thyself

What makes your offering unique?

What makes your offering valuable?

How can you enhance uniqueness?

How can you enhance value?

10) Don't Let the Bozos Grind You Down

Many people may not recognize and appreciate the value of your innovation. They may be stuck in the old ways of doing things. How will you guard against naysayers dragging you and your team down?

The *Epiphany Workshop 2023* and this *Innovation Worksheet* are offered as an educational courtesy by Oregon Business Lawyer, Alan Thayer. He welcomes your questions and comments. 541-345-2325 or alan@thinkILG.com.