

Worksheet

The Edge Team Training

Module 9 – Session 4

The Art of Innovation

Guy Kawasaki discussed the following wisdom points.

PICK ONE: _____ will help me in my current situation.

1. Make Meaning, Not Money

Innovation is about delivering value and making a positive impact on the world. If you focus on creating something meaningful, financial success will naturally follow. Start by identifying how you can make a difference in your clients' lives. For instance, we shifted from merely offering a software tool to providing a tool that saves our clients an hour every day.

2. Make a Mantra, Not a Mission

Your meaning should lead to a clear and concise mantra that represents your innovation's core purpose. Ditch lengthy mission statements and aim for a mantra that captures your innovation's essence. Take inspiration from FedEx's mantra: "Peace of mind," which reflects the difference they make in people's lives.

3. Jump to the Next Curve

Don't settle for incremental improvements on the existing curve. Instead, create something entirely new. Break free from the constraints of the current curve and innovate on the next one. Remember, your innovation should be defined by the value it adds to people's lives, not just what you offer.

4. Roll the DICEE

A great innovation is deep, intelligent, complete, empowering, and elegant—DICEE! Ensure that your innovation exhibits these qualities:

- **Deep:** Your innovation's features and functionalities should run deep.
- **Intelligent:** It should demonstrate intelligence and cleverness.
- **Complete:** Your innovation should be comprehensive and holistic.
- **Empowering:** It should enhance lives and change the way people work.
- **Elegant:** Design and user experience should be top-notch.

5. Don't Worry, Be Crappy

Perfectionism can hinder innovation. Don't wait for perfection; instead, embrace the imperfections in your innovation. Even if your product has elements of "crappiness," it doesn't matter as long as it's on the next curve. Ship your innovation with revolutionary outcomes in mind.

6. Let 100 Flowers Blossom

Be open to the possibility that your product can be used in ways you never anticipated. Clients might find new and unexpected uses for your innovation. Embrace these adaptations and let numerous possibilities emerge from your initial idea.

7. Polarize People

Don't be afraid to polarize your audience with your innovation. It's normal for great innovations to have critics. Your innovation might cater to a specific segment of people and not everyone. Remember, it's better to have polarized opinions than indifference.

8. Churn Baby, Churn

Innovation is an ongoing process. Don't stop with one iteration; keep evolving and creating new versions of your innovation. Continual improvement is key to making a great product.

9. Niche Thyself

A great product is both valuable and unique. Ensure your innovation stands out by offering something valuable that sets it apart from the competition.

10. Don't Let The Bozos Grind You Down

Critics and naysayers will always be present. Don't let their negativity deter you. Keep pushing forward, and don't let the "bozos" discourage your innovation efforts.