

Worksheet

The Edge Team Training

Module 11 - Session 4

The Art of Innovation

EXERCISE 1. Create your Innovation Mantra:

What value are we bringing to the world?

Summarize this in one phrase (3-5 words is ideal)

EXERCISE 2. Create a Feedback loop:

What does "done" mean for shipping this new product? What does imperfect but not crappy mean for us?

EXERCISE 3. Embrace Unexpected Applications:

How do your customers use your product?

What unexpected uses have you discovered?

How can you interview key customers to discover what else they would like to use your products for?
