

# Innovation A to Z

In this phase we dive deeper into the world of the user through research methods and empathy exercises.

We gained a lot of new data; it's time to sort through and choose what we want to focus on.

Time has come to diverge again and ideate on possible solutions to solve the challenge at hand.

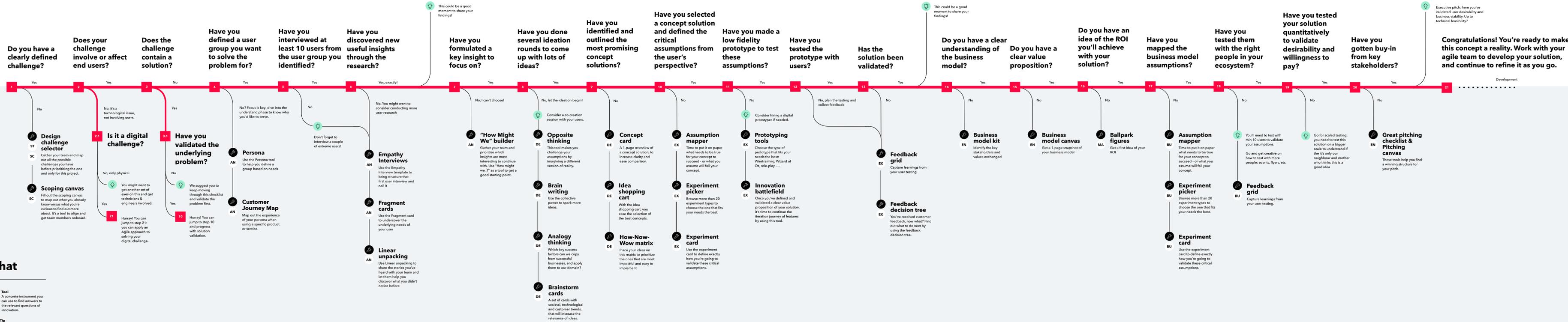
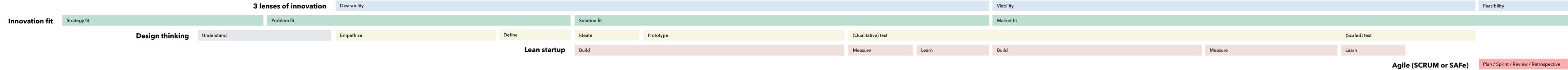
Now that the critical assumptions have been defined, it's time to make them testable.

This phase is all about going back to your users and gathering their feedback around the solution you designed for them.

Now that we have established that there is value for the users, we need to make sure it's sustainable as well. Apply various tools to help you get more clarity on how to commercially capture value from your solution.

We need to test this solution on a bigger scale to understand if it's only our neighbour and mother who thinks this is a good idea.

We have validated that there is value for the customer, and that it's also viable. Now the project is ready to enter the agile development phase. All the previous phases, which should happen at a fast pace, have de-risked the chance of failure of investments in the development phase.



## Who

We've identified 12 archetypes of innovators within the corporate context. It highlights that each phase requires a different set of skills and mindset thus encouraging different archetypes of innovators to step up and lead the team.

- ST Strategist** The one who defines the vision & aligns it with the capabilities of the organization.
- DE Designer** The one who generates ideas & defines opportunities.
- EX Experimenter** The one who validates the most critical assumptions via prototyping & testing.
- SC Scouting canvas** Fill out the scoping canvas to map out what you already know versus what you're curious to find out more about. It's a tool to align and get team members onboard.
- CA Catalyst** The one who makes sure there is internal support & the platform to launch the first pilot.
- EN Entrepreneur** The one who brings people together to bring a concept to market.
- MA Marketeer** The one who can connect & inspire a relevant client base.
- AN Anthropologist** The one who observes human needs & behaviour to translate into insights.
- BU Builder** The one who develops the first solutions.
- GU Guardian** The one who protects the initiative from the corporate antibodies.
- SC Scout** The one who explores the unknown to discover problems worth solving.
- EN Entrepreneur** The one who brings people together to bring a concept to market.
- MA Marketeer** The one who can connect & inspire a relevant client base.
- AN Anthropologist** The one who observes human needs & behaviour to translate into insights.
- AL Analyst** The one who can prioritize the most valuable problems to solve.

## What

- Tool** A concrete instrument you can use to find answers to the relevant questions of innovation.
- Tip** Additional tips & tricks.