

THE Innovator's TOOLKIT

SECOND EDITION

50⁺ TECHNIQUES

FOR PREDICTABLE

AND SUSTAINABLE

ORGANIC GROWTH



David Silverstein

Philip Samuel

Neil DeCarlo

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Dedicated to our co-author, Neil DeCarlo. Your passion and dedication have been an inspiration to us all. We couldn't have done it without you. You will be missed.

CONTENTS

DOWNLOADABLE EXHIBITS	xiii
PREFACE	xv
INTRODUCTION	xvii

PART I Define the Opportunity 1

TECHNIQUE 1	Jobs to be Done <i>Highlight the human need you're trying to fulfill.</i>	3
TECHNIQUE 2	Job Mapping <i>Determine how customers are getting jobs done.</i>	13
TECHNIQUE 3	Outcome Expectations <i>Give customers more of what they desire.</i>	20
TECHNIQUE 4	Value Quotient <i>Identify opportunity gaps in the marketplace.</i>	27
TECHNIQUE 5	Ethnography <i>Observe your customers to uncover unarticulated needs.</i>	34
TECHNIQUE 6	Scenario Planning <i>Paint visions of possible change.</i>	41
TECHNIQUE 7	Heuristic Redefinition <i>Draw a picture of your system and its parts to focus ideation.</i>	49
TECHNIQUE 8	Nine Windows <i>Looking at your opportunity through nine different lenses.</i>	57
TECHNIQUE 9	Job Scoping <i>Broaden or narrow your innovation focus.</i>	64
TECHNIQUE 10	Stakeholder Management <i>Get key influencers involved and on your side.</i>	68

TECHNIQUE 11	Cognitive Style <i>Leverage the diversity of your exploiters and explorers.</i>	74
TECHNIQUE 12	Project Charter <i>Keep your innovation team focused and on track.</i>	82
TECHNIQUE 13	Innovation Financial Management <i>Constantly improve your assumption-to-knowledge ratio.</i>	90

P A R T II

Discover the Ideas 99

TECHNIQUE 14	Resource Optimization <i>Make sure you use all available resources.</i>	101
TECHNIQUE 15	Functional Analysis <i>Scrutinize your system for innovation.</i>	108
TECHNIQUE 16	Trend Prediction <i>Learn from evolution's genetic code.</i>	115
TECHNIQUE 17	Creative Challenge <i>Sacrifice the sacred cows.</i>	125
TECHNIQUE 18	HIT Matrix <i>Compare existing solutions to spark new breakthroughs.</i>	130
TECHNIQUE 19	SCAMPER <i>Ask eight important questions.</i>	133
TECHNIQUE 20	Brainwriting 6-3-5 <i>Encourage equal opportunity ideation.</i>	137
TECHNIQUE 21	Imaginary Brainstorming <i>Get silly for the sake of creativity.</i>	140
TECHNIQUE 22	Concept Tree <i>Leverage current ideas to generate many ideas.</i>	144
TECHNIQUE 23	Random Stimulus <i>Use an unrelated picture or word to spawn new ideas.</i>	147
TECHNIQUE 24	Provocation and Movement <i>Bust through the roadblocks in your thinking.</i>	153
TECHNIQUE 25	Forced Association <i>Hone in on solutions from other industries.</i>	159

Contents

ix

TECHNIQUE 26	Structured Abstraction <i>Guide your innovation using 40 proven principles.</i>	164
TECHNIQUE 27	Separation Principles <i>Split your innovation problem in four ways.</i>	173
TECHNIQUE 28	Substance Field Analysis <i>Learn how substances interact with fields to form solutions.</i>	179
TECHNIQUE 29	Biomimicry <i>Seek nature's eons of experience to find answers.</i>	189
TECHNIQUE 30	KJ Method <i>Group and organize ideas by their natural affinities.</i>	195
TECHNIQUE 31	Idea Sorting and Refinement <i>Organize and shape ideas to improve their yield.</i>	199
TECHNIQUE 32	Six Thinking Modes <i>Evaluate your solution ideas in six different ways.</i>	206

P A R T III Develop the Designs

215

TECHNIQUE 33	Functional Requirements <i>Identify what customers want in your solution.</i>	217
TECHNIQUE 34	Axiomatic Design <i>Transform what customers want into the best products and services.</i>	223
TECHNIQUE 35	Function Structure <i>Identify how the solution functions in its whole and its parts.</i>	231
TECHNIQUE 36	Morphological Matrix <i>Generate solution concepts by combining design alternatives.</i>	236
TECHNIQUE 37	TILMAG <i>Pair ideal solution elements to create new design concepts.</i>	241
TECHNIQUE 38	Work Cell Design <i>Configure the workspace for flow and optimization.</i>	245
TECHNIQUE 39	Paired Comparison Analysis <i>Rank design concepts against each other in pairs.</i>	253

TECHNIQUE 40	Pugh Matrix <i>Evaluate all your design concepts to create the invincible solution.</i>	257
TECHNIQUE 41	Process Capability <i>Predict the performance of your new solution.</i>	262
TECHNIQUE 42	Robust Design <i>Make your design insensitive to uncontrollable influences.</i>	268
TECHNIQUE 43	Design Scorecards <i>Develop a dashboard to track your design and its underlying processes.</i>	273
TECHNIQUE 44	Design Failure Mode and Effects Analysis <i>Anticipate what can go wrong with your solution before it does.</i>	285
TECHNIQUE 45	Mistake Proofing <i>Install measures to prevent human and system error.</i>	293
TECHNIQUE 46	Discrete Event Simulation <i>Visualize and test your innovation through computer modeling.</i>	301
TECHNIQUE 47	Rapid Prototyping <i>Make a fast 3D model of your solution to explore its viability.</i>	308

P A R T IV

Demonstrate the Innovation 315

TECHNIQUE 48	Prototyping <i>Make a fully functioning model of your new product to test and perfect it.</i>	317
TECHNIQUE 49	Piloting <i>Implement your solution on a limited basis to work out any problems.</i>	322
TECHNIQUE 50	SIPOC Map <i>Identify the key inputs and outputs of your process.</i>	328
TECHNIQUE 51	Process Map/Value Stream Map <i>Flesh out the details of your process.</i>	333
TECHNIQUE 52	Measurement Systems Analysis <i>Make sure you know your measurements are valid.</i>	340
TECHNIQUE 53	Design of Experiments <i>Analyze input and output variables to identify the critical few.</i>	348

Contents

xi

TECHNIQUE 54	Conjoint Analysis <i>Compare solution attributes to cull out customer preferences.</i>	354
TECHNIQUE 55	Process Behavior Charts <i>Monitor process performance to keep the new solution in control.</i>	360
TECHNIQUE 56	Cause & Effect Diagram <i>Investigate the root causes of performance problems.</i>	367
TECHNIQUE 57	Cause & Effect Matrix <i>Identify the key input-output relationships in need of attention.</i>	371
TECHNIQUE 58	Control Plan <i>Ensure that your new solution becomes commercialized as planned.</i>	374
ACKNOWLEDGMENTS		381
INDEX		383

Exhibit 1.3	Structure of a Job Statement	10
Exhibit 1.4	JTBD Prioritization	11
Exhibit 3.2	Opportunity Prioritization	25
Exhibit 7.2	Problem Statement Prioritization Matrix	54
Exhibit 8.1	Nine Windows Architecture	58
Exhibit 8.2	Nine Windows Solution Ideas	62
Exhibit 9.1	Job Scoping	65
Exhibit 10.1	Stakeholder Diagnostic	70
Exhibit 10.2	Power and Influence Map	71
Exhibit 10.3	Leverage Matrix	73
Exhibit 12.1	Innovation Project Charter	84
Exhibit 13.2	Initial Assumptions	93
Exhibit 13.3	Reverse Income Statement	94
Exhibit 13.4	Pro Forma Operations Specs	94
Exhibit 13.5	Updated Income Statement	95
Exhibit 13.6	Milestones and Assumptions	97
Exhibit 15.3	Functional Analysis and Trimming Worksheet	113
Exhibit 17.2	Creative Challenge Matrix	128
Exhibit 18.1	HIT Matrix	132
Exhibit 19.1	SCAMPER Guidelines and Example	135
Exhibit 20.1	Brainwriting 6-3-5	139
Exhibit 21.1	Imaginary Brainstorming	142
Exhibit 24.1	Provocation and Movement	156
Exhibit 26.3	Contradiction Matrix Cross Section	170
Exhibit 31.1	Idea Sorting—Before	200
Exhibit 31.2	Idea Sorting—After	202
Exhibit 31.3	Idea Refinement—Operationalize the Idea	203
Exhibit 31.4	Idea Refinement—Reinforce the Idea	204
Exhibit 33.1	Functional Requirements	220