

**16 Keys for  
Finding Resources to**

# **Accelerate**

**Your Innovation  
Strategy**

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**Your Innovation Strategy**

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# You want to innovate.

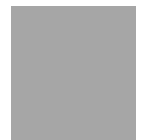
You know it's important to your organization to innovate.

Your customers' behaviors are screaming it is way beyond time for you to introduce new products and services to meet their changing needs.

One problem, however, is your organization is challenged in finding and dedicating the resources necessary to develop an innovation strategy and begin innovating.

Insights, capital, time, expertise, strategic support, people, data, materials, and processes might all be scarce resources. To further complicate the situation, these resources are often interdependent, e.g., the shortage of insights could be because of missing data, no staff or technology to analyze and identify insights, or missing processes to turn insights into tangible innovation.

The result is that solving one isolated resource challenge might not fix the bigger issue and jump start innovation.



# “Where can we identify innovation resources?”

If your organization is hitting the “no resources to innovate” barrier, it's time to look at alternatives and new strategies for engaging innovation.

That's where this **Brainzooming Innovation Strategy Tool** comes in handy.

The sixteen strategic thinking questions on the following pages will help you explore new possibilities for innovating with few or perhaps no incremental resources. The questions are built around those six well-known storytelling words: Who, What, Where, When, Why, How.

They will help you and your organization imagine new alternatives. You'll be better able to navigate tight resource barriers in the way of developing and implementing a successful innovation strategy!



# WHO . . .

**else** inside our organization could participate in developing or advancing our innovation strategy?

**is** already addressing new product innovation in this area, both inside and outside our industry?

**knows** other innovators that might want to participate in moving our strategy ahead?



# WHAT...

**simplifications** can we make to accelerate our innovation strategy with fewer resources?

**input** is currently available that could help leapfrog our innovation strategy?

**resources** can we spin off or move from other initiatives to accelerate innovation?



# WHERE...

**could** we get a head start in learning what others know about innovating in this area?

**can** we pilot our innovation ideas with an audience that would require fewer resources?

**might** we find people able to help develop a more focused innovation strategy?



# WHEN . . .

**will** innovation resources be available, and what can we do in the interim to advance our strategy?

**can** we start building interest among audiences we'll target with future innovations?

**would** we be better prepared to launch this new product innovation?





# WHY . . .

**are** we struggling to gain support and resources for this innovation strategy?

**would** other areas of our organization decide to start funding this innovation?

**might** customers involve themselves upfront to test a prototype product innovation?



# HOW...

can we change or reorganize our innovation strategy to begin innovating right away?



# 16 Keys for Finding Resources to Accelerate Your Innovation Strategy

## WHO...

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**is** already addressing new product innovation in this area, both inside and outside our industry?  
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## WHAT...

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**input** is currently available that could help leapfrog our innovation strategy?  
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## WHY...

**are** we struggling to gain support and resources for this innovation strategy?  
**would** other areas of our organization decide to start funding this innovation?  
**might** customers involve themselves upfront to test a prototype product innovation?

## HOW...

**can** we change or reorganize our innovation strategy to begin innovating right away?



# What's next?

Whether you have already selected an innovation team or that's a future step, the questions in this **Brainzooming Innovation Strategy Tool** help identify new possibilities for launching innovation.

There are multiple ways to use these questions with an innovation team. You can use them quietly (where each person shares individual answers) or loudly (where the group is all contributing ideas simultaneously). You can also adapt them for your specific situation.

Take 15 to 30 minutes to start answering these questions. You'll have ample new options to work around resource limitations hindering your innovation strategy's progress.



# Are you ready to accelerate innovation?

Want to perform a quick evaluation to identify your organization's innovation barriers so you can develop a strategy that accelerates your progress?

Download “The Ten Big Nos to InNOvating – Identifying the Barriers to Successful Business Innovation.”

This free Brainzooming Innovation Strategy Tool highlights ten common innovation barriers in organizations. A one-page evaluation sets the stage for you to quickly identify where to focus your organization's efforts to customize a successful innovation initiative.



Download the FREE Brainzooming Innovation Strategy Tool  
“The Ten Big Nos to InNOvating”



# About The Brainzooming Group

The Brainzooming Group helps smart organizations improve their success by rapidly expanding their strategic options and creating innovative, efficient-to-implement plans.

The Brainzooming Group approach:

- Generates innovative thinking across diverse environments and teams
- Uses easily understood and applied techniques your organization can successfully implement
- Provides certainty and an implementation focus, since it was developed on the client side in a Fortune 500 organization

## The Brainzooming Group

Catalyzing Innovative Success

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