💡 FOCUSED IDEATION

FRAMESTORMING BEFORE BRAINSTORMING

Research studies repeatedly show that traditional, unfocused brainstorming yields few if any new and novel ideas. Without a laserlike focus coupled with a sound method structured to provoke new thought, the gravitational pull of pre-existing patterns and mindsets overpowers fresh, divergent thinking.

What's needed is a sound creative process designed to reframe pressing challenges in new ways while producing the escape velocity needed to enable participants to "blast off" and break free from the gravitational pull of old thinking patterns.

My focused ideation sessions do just that, by adding a unique step to the process: *framestorming*, a mashup of problem framing and brainstorming. The ability to properly frame an issue or problem goes far in avoiding the typical pitfalls that limit our ability to reach truly innovative solutions. With framestorming, instead of leaping to ideas and solutions, a portfolio of provocative questions is generated, enabling the group to launch into more innovative ideation and go off-road with their thinking.

All Focused Ideation sessions are custom designed.

🏔 STRATEGY SUMMITS

SENIOR MANAGEMENT STRATEGIC IDEATION

All too often, a new strategy ends up looking a lot like the old strategy. That's because conventional strategy development begins with analyzing existing options rather than generating new possibilities.

Strategy Summits break with convention by employing the *Play-to-Win* strategy framework, which centers on producing a multitude of possibilites surrounding two tightly bound choices: *where to play* and *how to win*.

The process begins with identifying the most pressing strategic issue, which is then reframed as at least two mutually exclusive high-level alternatives. From there, mutiple where-to-play/how-to-win possibilities are produced, clustered and culled to arrive at the most attractive strategic themes, each of which is then fully developed into an intregrated cascade of choices.

The logic of each strategy is reverse engineered to determine conditions for success. The final deliverable is a portfolio containing at least two unique strategies, complete with a first strategic test of validity.

All Strategy Summits are tailored for timing, but are generally delivered in a sequestered 2-day format.

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🚩 LEAN STARTS

MULTI-DAY RAPID PROTOTYPING & TESTING

There's no shortage of good ideas, and the half-life of an idea is shrinking rapidly. If you can't get a tangible version of your concept into the hands of potential users quickly, someone else will.

Enter Lean Starts, innovation sprints designed to turn a new product/service concept into to a minimally viable prototype validated through testing with users in the wild in the shortest possible time. Lean Starts are an actionable component of Lean Thinking.

Lean Starts revolve around an iterative 3-step cycle of *guess–test–learn*.

Guess is focused on identifying and prioritizing an idea's riskiest assumptions and producing falsifiable hypotheses.

Test is focused on constructing a low fidelity prototype and devising a simple, fast, and frugal experiment to capture measurable human response to the idea.

Learn is focused on comparing experimental results with expectations, then deciding whether to reiterate, pivot to a new direction, or abandon the effort.

Lean Starts are generally delivered in 2-day formats.

⚙ KAIZEN SESSIONS

TIME-BOUND OPERATIONAL WORKFLOW SIMPLIFICATION

Kaizen is the Japanese word referring to the continuous improvement methods popularized in the U.S. during WWII and later adopted by Japan during the post-war occupation.

Like Lean Starts, Kaizen Sessions are an actionable component of Lean Thinking, with one fundamental difference: the focus is on incremental improvement rather than creating a new product or service, with the express intent of removing excess complexity by streamlining *existing, internal* workflows.

Kaizen Sessions start by setting compelling objectives. The work then turns to mapping the current situation, producing a visual depiction of value and waste. From there, problems get framed and analyzed, ideal outcomes defined, and potential solutions generated.

Experimental test plans are then developed, complete with timing, targets, and expected business gains.

Finally, the team prepares and presents a short pitch to the leader sponsoring the session.

Kaizen Sessions are generally delivered in 1 or 2-day formats, depending on process scope and complexity.