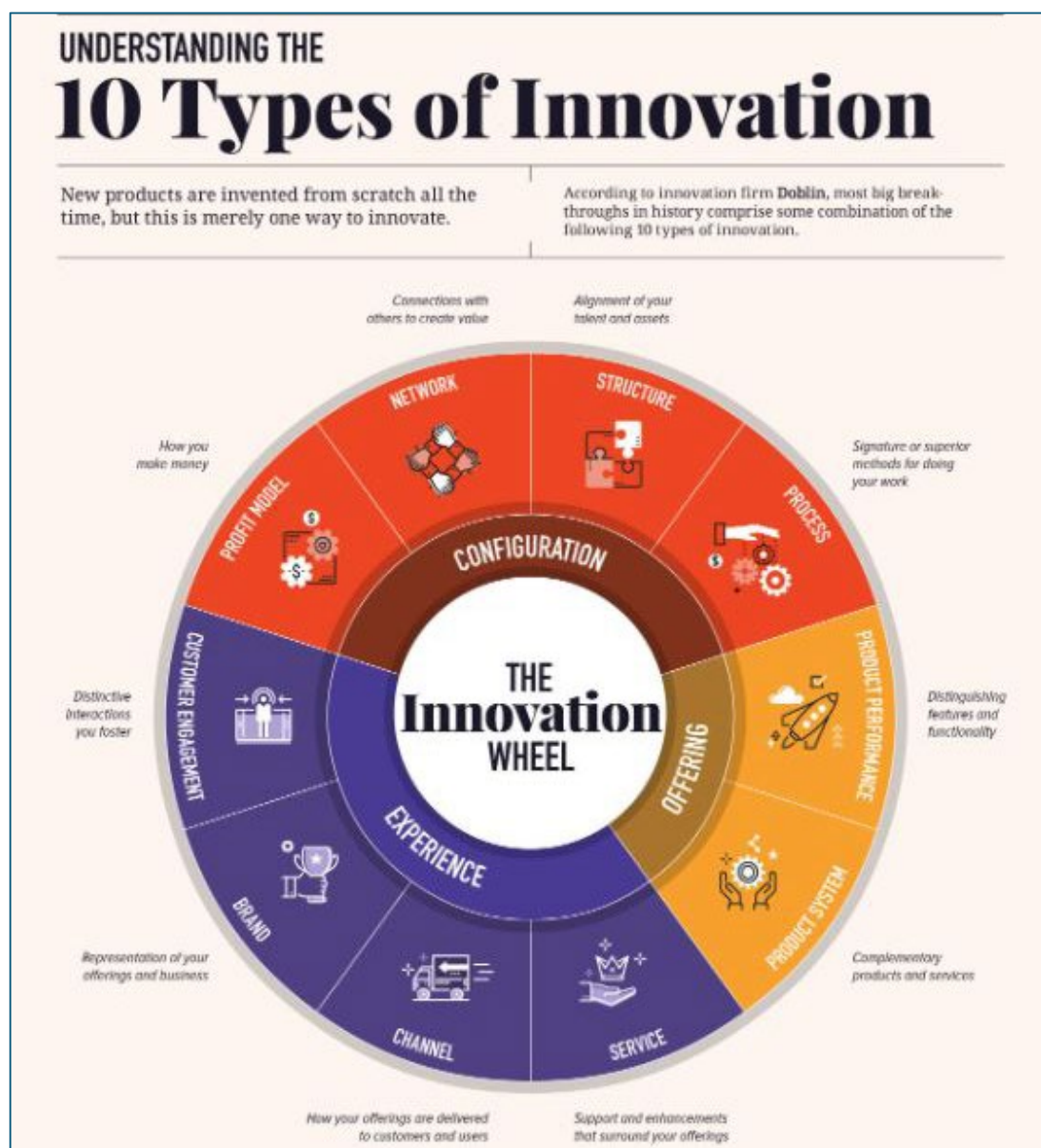




## Innovation Strategy

Based on the book “*Ten types of Innovation*” [Keeley, L., Pikkell, R., Quinn, B., & Walters, H. (2013). *Ten types of innovation: The discipline of building breakthroughs*. John Wiley & Sons], the interpretation by Doblin [<https://doblin.com/tentypes>], and the infographic visualization by VisualCapitalists [displayed here below], ChatGpt and I have created this worksheet to help entrepreneurs to consider a host of ways to remain relevant and the preferred provider in their industry (or even pivot to another industry if necessary).



## Innovation Worksheet:

### Exploring 10 Dimensions to Thrive in a Poly-Crisis

Below is a structured worksheet inspired by the “10 Types of Innovation” wheel. Use it to uncover fresh ideas for keeping your business resilient and competitive in challenging times. Each section includes guiding questions and space for capturing your thoughts.

#### 1. CONFIGURATION

##### 1A. Profit Model

**Focus:** How you make money.

1. How could you alter pricing strategies, payment terms, or revenue models to adapt to current market uncertainties?
2. Could strategic partnerships, subscriptions, or pay-per-use models help stabilise cash flow?

**Your Notes:**

*Use this space to jot down your ideas and possible actions for your business's profit model.*

##### 1B. Network

**Focus:** Connections with others to create value.

1. Which partners—suppliers, distributors, or complementary businesses—could help strengthen your offerings or reduce costs?
2. How can you better leverage your existing network to share resources, know-how, and risks?

**Your Notes:**

*Write potential partnerships or collaborations you want to explore.*

**1C. Structure**

**Focus:** Alignment of your talent and assets.

1. Are there opportunities to reorganise teams or processes to improve efficiency and responsiveness?
2. Could outsourcing or automating certain tasks free up resources for core innovation?

**Your Notes:**

*List restructuring ideas and potential challenges here.*

**1D. Process**

**Focus:** Methods for doing your work.

1. Which internal processes are outdated or slowed by bureaucracy, and how can they be streamlined?

2. Are there novel production or service-delivery techniques that could cut costs, save time, or improve quality?

**Your Notes:**

*Outline process improvements you could implement.*

## **2. OFFERING**

### **2A. Product Performance**

**Focus:** Distinguishing features and functionality.

1. How can you enhance the core features of your product or service to meet new customer needs?
2. Do emerging technologies suggest upgrades or add-ons that boost performance or value?

**Your Notes:**

*Brainstorm potential product or service enhancements.*

## 2B. Product System

**Focus:** Complementary products and services.

1. Could you bundle your current offerings with third-party products to provide a more comprehensive solution?
2. What accessories or complementary services could make your solution more appealing?

**Your Notes:**

*List ideas for building a broader system around your offering.*

## 3. EXPERIENCE

### 3A. Service

**Focus:** Support and enhancements that surround your offering.

1. In what ways can customer service become a competitive advantage (e.g., 24/7 support, personalisation, training)?
2. Are there follow-up or maintenance services that you could offer to increase ongoing revenue and loyalty?

**Your Notes:**

*Detail any new or improved services here.*

### 3B. Channel

**Focus:** How your offerings are delivered to customers and users.

1. Are there untapped online or offline channels through which you can reach potential customers?
2. Could you pivot to digital platforms (e.g., e-commerce, mobile apps) or partner with new distributors?

**Your Notes:**

*Record channel expansion or pivot ideas here.*

### 3C. Brand

**Focus:** Representation of your offering and business.

1. How does your current brand narrative resonate with customers' evolving needs or fears during a crisis?
2. Could you refresh brand messaging or visual identity to stand out in an uncertain market?

**Your Notes:**

*Make notes on brand changes or rebranding concepts.*

### 3D. Customer Engagement

**Focus:** Distinctive interactions you foster with customers.

1. Which new ways of interacting—events, communities, digital forums—could create deeper loyalty and trust?
2. How can you incorporate feedback loops or user-driven content to keep customers engaged?

**Your Notes:**

*Brainstorm engagement strategies to build lasting relationships.*

#### ACTION STEPS & NEXT STEPS

##### 1. Prioritise

- Which of the above innovation areas seem most critical for immediate attention?
- Which are most feasible with current resources?

##### 2. Develop a Plan

- For your top priorities, outline specific goals, actions, timelines, and responsibilities.
- Identify necessary skills and any external support or partnerships required.

##### 3. Measure & Refine

- Decide which metrics to track (e.g., revenue, customer satisfaction, brand awareness).
  - Build a feedback mechanism to continuously refine your innovations.
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## FINAL REFLECTION

- **What single change could have the biggest positive impact on your business right now?**  
(Space for response)
- **Who else (mentors, experts, partners) could you involve to ensure success?**  
(Space for response)

By systematically exploring all **ten innovation dimensions**, you can uncover new avenues for growth, resilience, and competitive advantage—even amidst poly-crises. Use this template regularly to refresh and refine your innovation strategy. Good luck!



## Innovation Worksheet II – 10 Dimensions of Innovation

Below is a **DIY worksheet** to use in Augmented Brainstorming Sessions or Think Thanks with you leadership team or trusted allies. It is in **table format** covering all 10 dimensions of innovation. (You might need to print this on A3 Landscape paper to add more space for notes.)

<b>CONFIGURATION TYPE</b>	<b>EXAMPLES FROM GLOBAL ENTERPRISES</b>	<b>QUESTION TO DELIBERATE</b>	<b>APPLICATION TO YOUR ENTERPRISE</b>
<b>1. Profit Model</b>	<b>Netflix's</b> subscription-based revenue model; Razor-and-blade model used by <b>Gillette</b> (cheap razor handles, profitable blade cartridges).	How could you alter how, when, or what your customers pay for to stabilise cash flow and generate recurring revenue?	
<b>2. Network</b>	<b>eBay's</b> platform linking buyers and sellers; Airbnb partnering with local tourism services to broaden experiences.	Which partnerships or alliances could strengthen your offering, reduce costs, or boost market reach?	
<b>3. Structure</b>	<b>Google's</b> flexible and decentralised team structures; Unilever's shared services model that optimises support functions.	In what ways can you restructure teams, roles, or resource allocation to be more efficient and responsive?	
<b>4. Process</b>	<b>Toyota's</b> lean manufacturing processes that minimise waste; Zara's fast-fashion supply chain for rapid product turnaround.	Which internal steps could be streamlined, automated, or completely reimaged to save time, money, or improve quality?	



<b>OFFERING</b>	<b>EXAMPLES FROM GLOBAL ENTERPRISES</b>	<b>QUESTION TO DELIBERATE</b>	<b>APPLICATION TO YOUR ENTERPRISE</b>
<b>5. Product Performance</b>	Apple's continuous enhancements to the iPhone (camera, battery life, software features); Dyson's high-performance vacuum cleaners focusing on suction power and design.	How might you upgrade your core product or service to meet emerging customer needs or leverage new technology?	
<b>6. Product System</b>	Microsoft Office Suite, bundling multiple tools; LEGO's ecosystem of themed sets that interconnect seamlessly.	What complementary products, services, or partnerships can you add to strengthen your main offering?	

<b>EXPERIENCE</b>	<b>EXAMPLES FROM GLOBAL ENTERPRISES</b>	<b>QUESTION TO DELIBERATE</b>	<b>APPLICATION TO YOUR ENTERPRISE</b>
<b>7. Service</b>	Amazon Prime's fast shipping and customer support; Zappos's renowned customer service with free returns.	Which support or add-on services could you provide to differentiate your brand and build loyalty?	
<b>8. Channel</b>	Tesla's direct-to-consumer sales model; Apple's combination of online, retail stores, and authorised resellers.	Are there alternative (digital or physical) channels through which you could reach new customers or better serve existing ones?	
<b>9. Brand</b>	Nike's strong "Just Do It" messaging and athlete endorsements; Red Bull's high-adrenaline brand associations.	How can you refresh or reposition your brand story to resonate better with customers' evolving needs or concerns?	
<b>10. Customer Engagement</b>	Sephora's online community and in-store events; Starbucks's loyalty programme and personalised recommendations.	Which new touchpoints—events, content platforms, feedback loops—could strengthen customer relationships and advocacy?	

## Instructions

1. **Reflect on each dimension** and the global examples provided.
2. **Ask yourself the “Question to Deliberate”** to spark ideas.
3. **Fill in the final column** (“Application to Your Enterprise”) with possible actions, experiments, or changes you could implement.

By exploring these ten areas, you’ll uncover fresh approaches to keep your business innovative and resilient—even amidst poly-crises.

