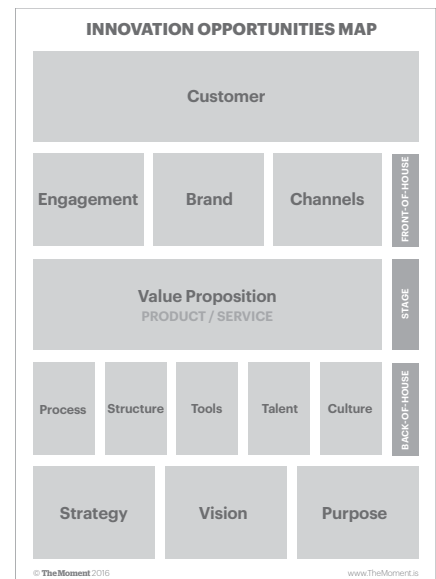


INNOVATION OPPORTUNITIES MAP

There are many different parts of the organization and types of innovation that might be involved in a particular challenge and context.

This tool enables you to map the different areas and types of innovation work is critical to scoping your project, identifying the right team and preparing teams with the right tools.



We use our Innovation Opportunities Map to place the different types of innovation work within the context of how the firm creates value for customers. We do this by thinking like a service designer, using the metaphor of the organization as a theatre.

THE STAGE

What attracts the customer

Your **value proposition** represents your product or service offering that is the focal point of your customer's experience and is defined by how it helps that customer get a job done in their lives, relieves pain points or produces positive gains for them.

FRONT-OF-HOUSE

What the customer experiences

Front-of-House describes the various touchpoints of the experience through engagement, brand and channels that define the customer's relationship with your product or service.

Brand is the image and identity your product has in the minds of customers that differentiate it from competitors, which is the sum of all the perceptions from your name, visual language, positioning, messages and what customers say about you.

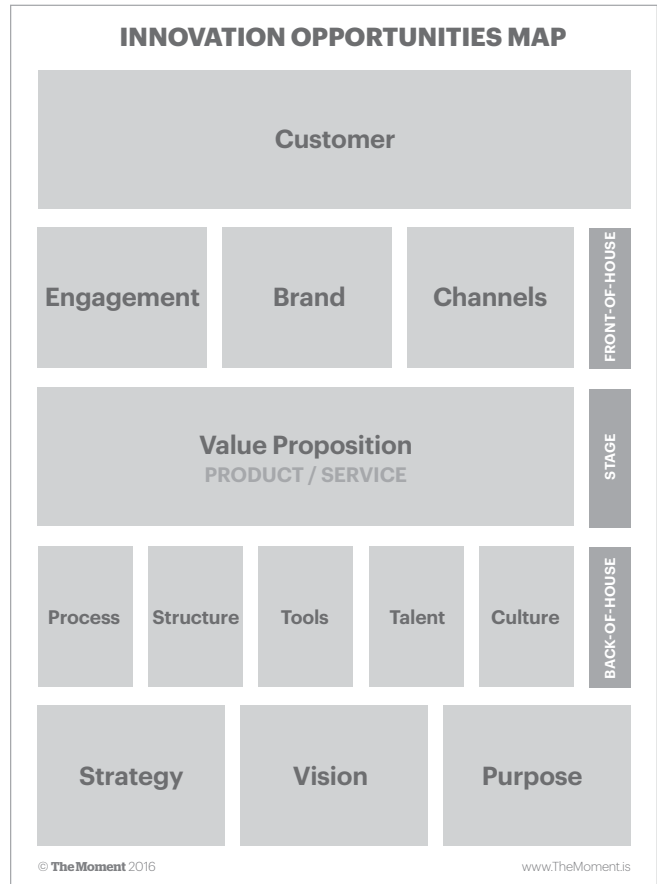
Engagement is the process of forming an emotional or rational attachment through interaction between a person and a brand.

Channels are the different ways through which companies deliver products or services to customers and where they interact with each other.

BACK-OF-HOUSE

Organizational assets and context

Back-of-House is defined by the processes, structures, tools, talent and culture of your organization that shape



your ability to create and deliver the value you offer to customers.

Process is a coherent series of prescribed steps and integrated methods teams follow to create the value in your product or service.

Structure is the alignment of and relations between the parts of the organization such as talent and assets.

Tools consist of the technologies and methods used by your people in the creation, delivery and support of your value proposition.

Talent is the pool of employees and partners you can draw upon to provide the required skills to deliver the value you promise to customers.

Culture is a system of shared behaviours and beliefs which contribute to the unique social and psychological environment of an organization.

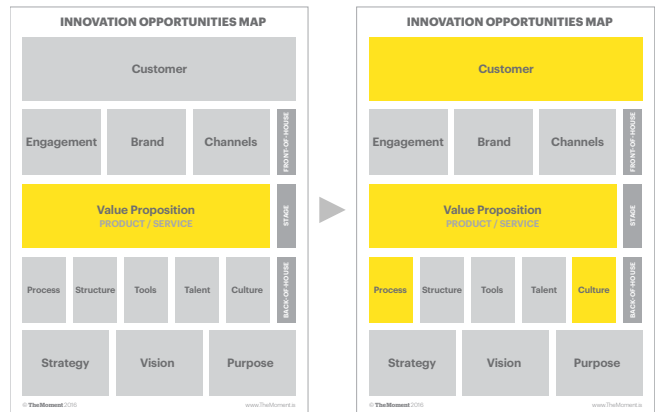
Strategy outlines the way in which you create and capture value through your business model and the steps needed to get there.

Vision defines why you exist, for whom, and what you would like to become. It should be challenging and an ultimate stretch goal.

Purpose is a statement that expresses the organization's reason for being that can be long-lasting. It acts as an attractor to bring the stakeholders together to focus on something meaningful in the world.

Based on your challenge and initial problem definition, you can start to imagine the areas of the business that might require innovation. If you're only focused on product without thinking about brand, channels and supporting processes and structures, you're probably missing most of the work. If you're thinking about creating a greatly improved customer experience without looking at the product-customer fit, you're probably missing enormous areas of opportunity. And if you're learning about how customer needs and the market context are changing, you had better bring a strong strategic lens to everything you do.

The bigger, more strategic and most powerful innovation projects may impact many, if not most, of these areas. The right approach and right team will depend to a great extent upon the scoping of this innovation work.



INNOVATION OPPORTUNITIES MAP

Check the areas where effort may be required to ensure project success

Customer

Engagement

Brand

Channels

FRONT-OF-HOUSE

Value Proposition
PRODUCT / SERVICE

STAGE

Process

Structure

Tools

Talent

Culture

BACK-OF-HOUSE

Strategy

Vision

Purpose