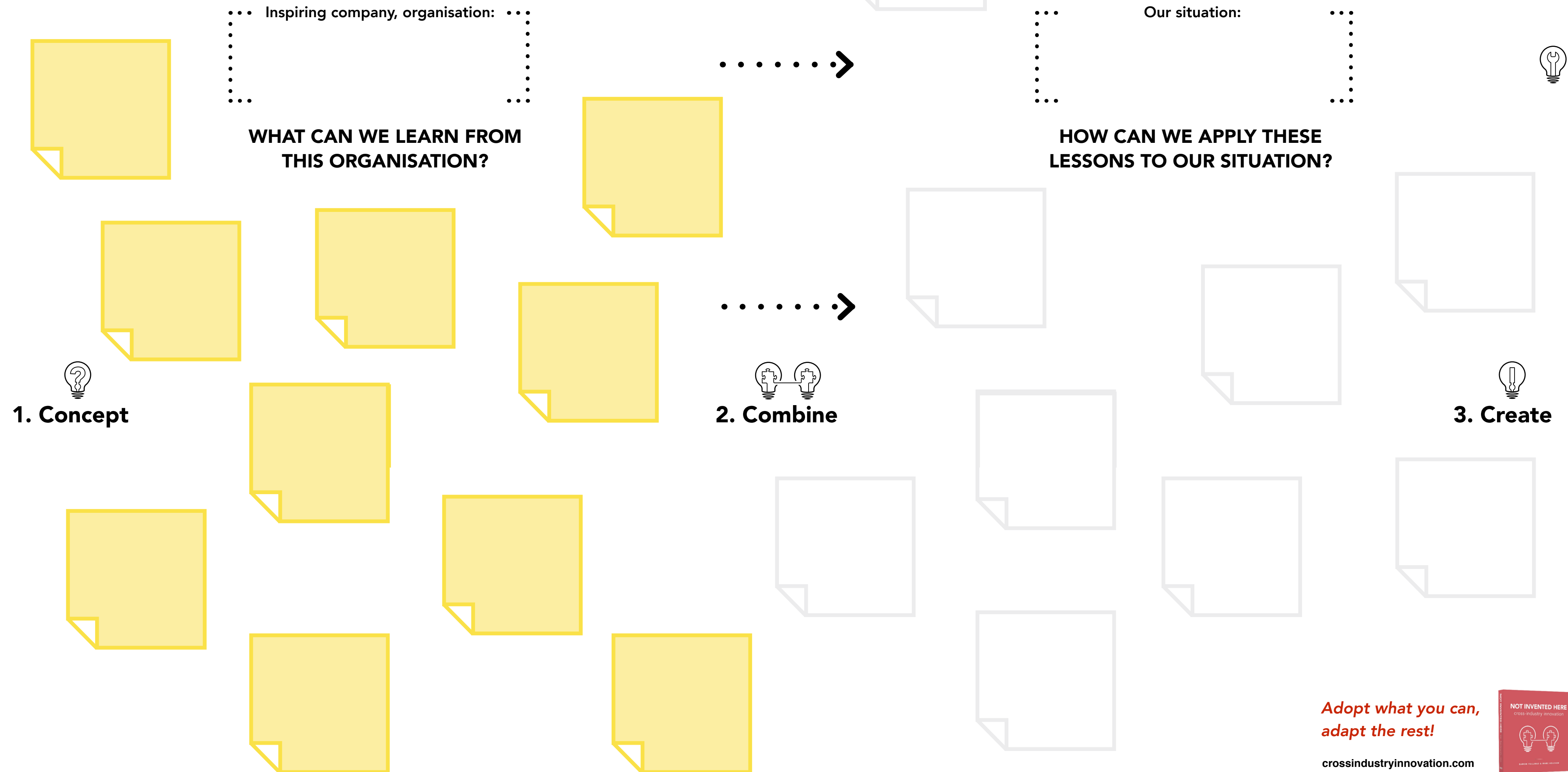


Cross-industry transfer map

How to use the transfer map:

1. Think of an inspiring organisation and write down the name (or draw the logo)
2. Discuss and list the key properties of WHAT they do and HOW they do it (write on Post-its)
3. Select certain practices (Post-its) and transfer them to your situation, ask yourself: "How can we apply these insights?" => **Copy - Adapt - Paste**
4. Paste a new post-it over the post-it you just transferred and write your 'adapted' idea on there
5. Select 2 other organisations and do the exercise again!



Adopt what you can,
adapt the rest!

crossindustryinnovation.com



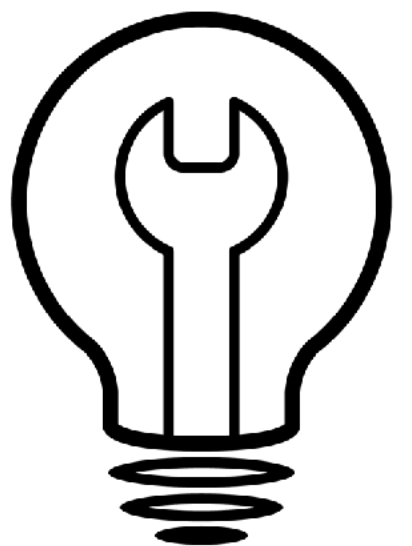
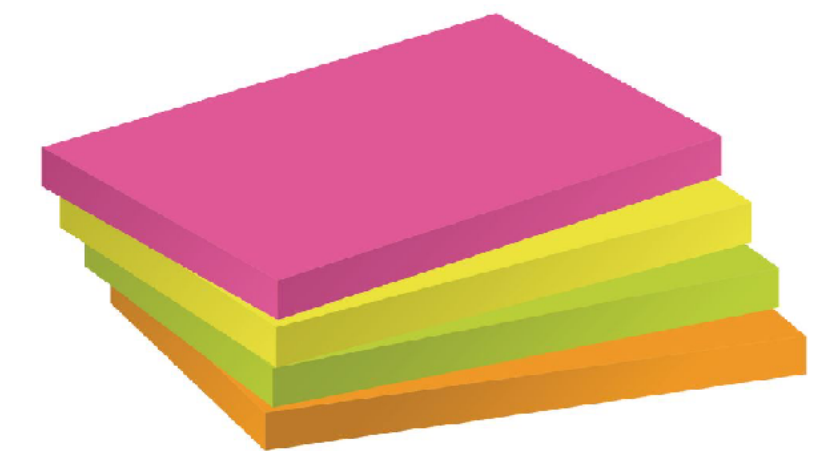
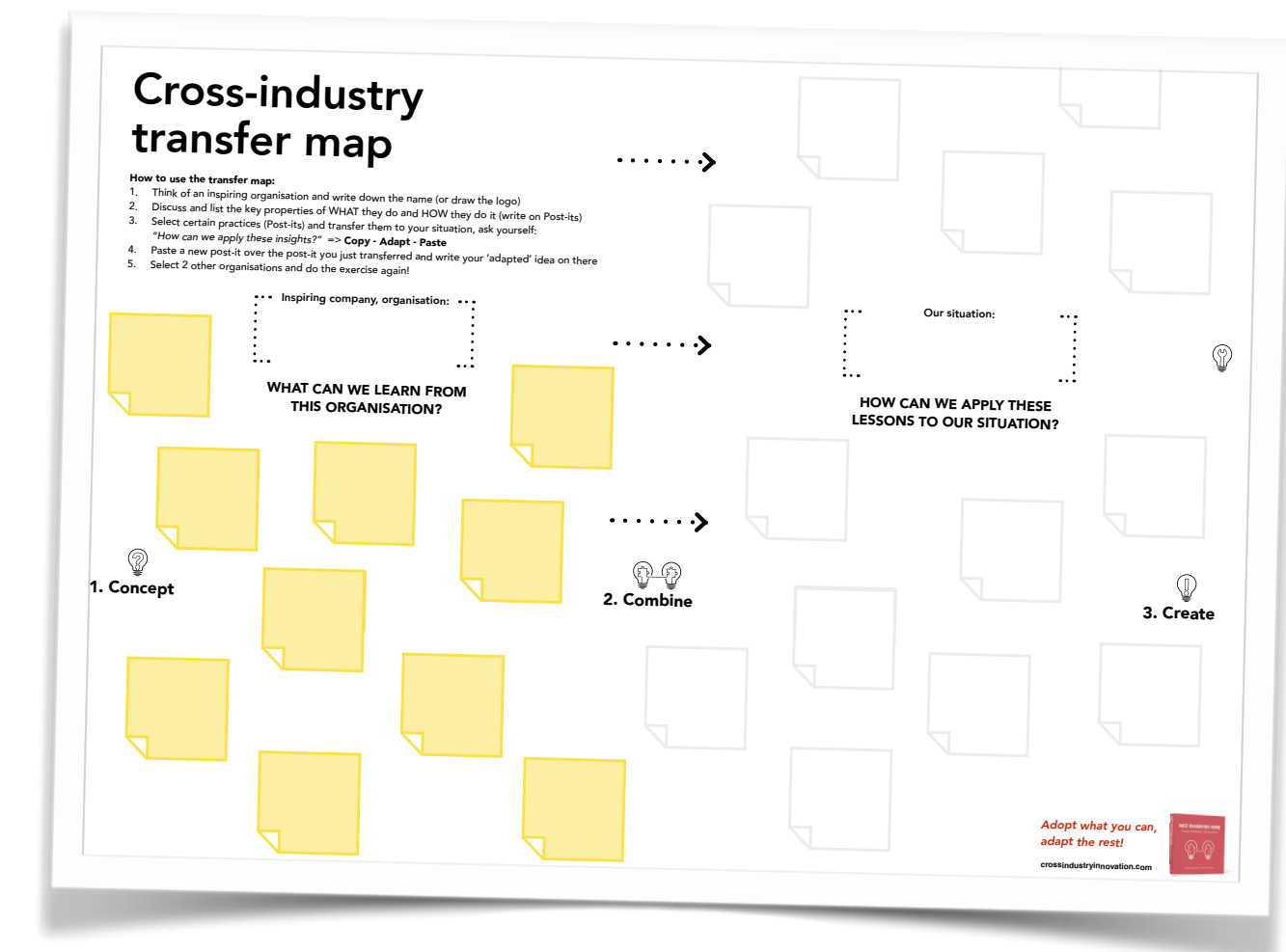
WWxD? What Would x Do?

using the cross-industry transfer map

1. Select or come up with an innovation challenge
2. Choose an innovative company (preferably one that one of the participants has experience with!)
3. List the unique ways this organisation operates => focus on the 'HOW' (write them on post-its)
4. After about 7-10 items, select 2 or 3 'cool' items (post-its) and transfer them to the right side
5. Past another **color** post-it over the items (post-its) on the right side
6. And do 'copy-adapt-paste' on the selected insight
7. If additional ideas come up, write them down too!

Repeat with another inspirational organisation!

Goal: Transfer cross-industry insights and come up with new ideas for your challenge!



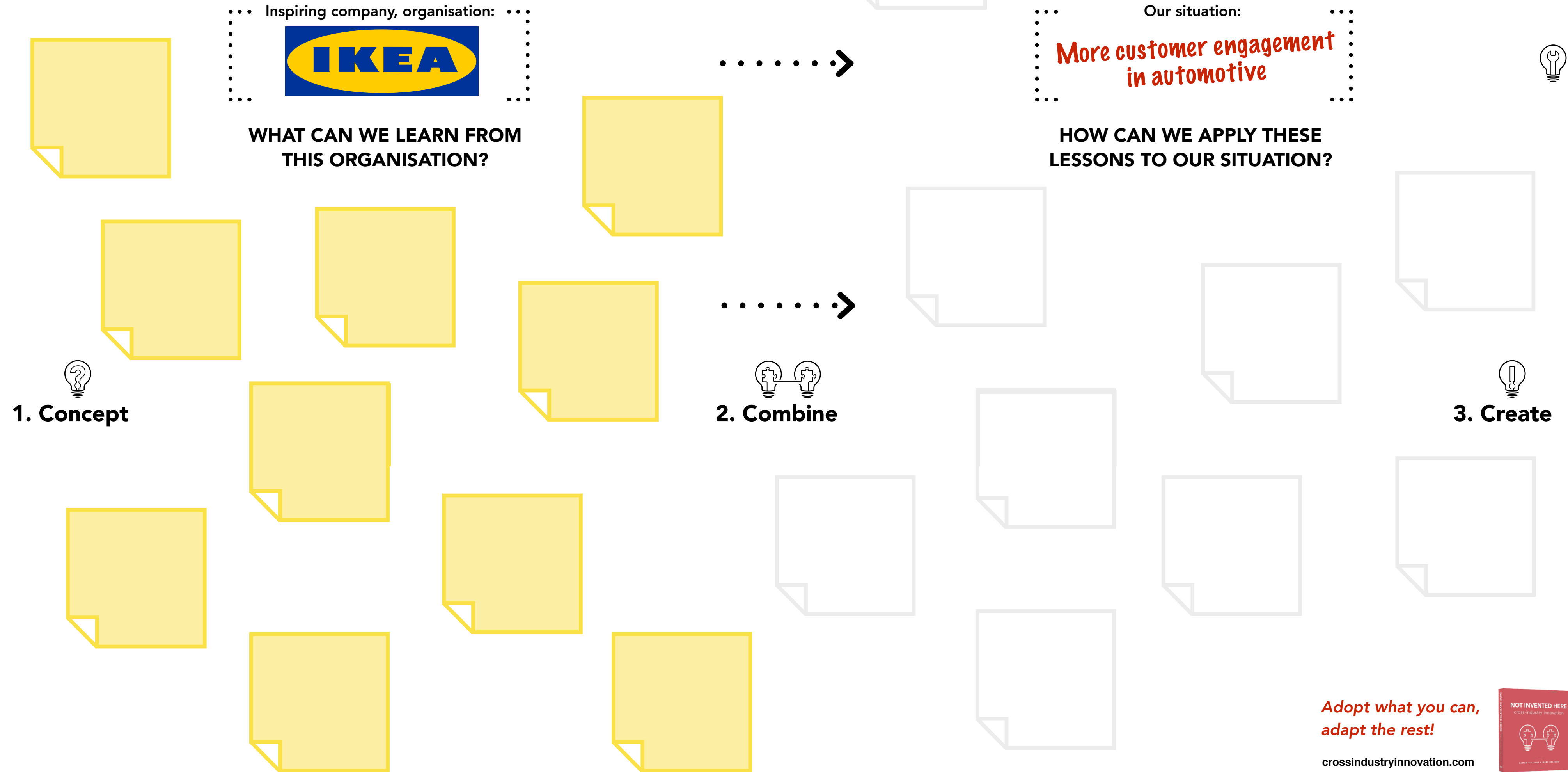


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Smart routing
(arrows shown by light)



WHAT CAN WE LEARN FROM THIS ORGANISATION?

Modular product system

Everyone within 45 mins drive gets a catalogue

Do it yourself (DIY) at home

Manual without words(!) only drawings

1. Concept

'Happiness moment': a cheap item (cookie, hotdog,...) to buy after the cash register.

2. Combine

Products have names (founder is dyslexic)

Catalogue doubles as Augmented Reality (AR) measurement tool for the IKEA app, to place furniture in people's home virtually.

Management by walking around. IKEA managers help customers to gain better insights.

Our situation:
More customer engagement in automotive

HOW CAN WE APPLY THESE LESSONS TO OUR SITUATION?

3. Create

Adopt what you can, adapt the rest!



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