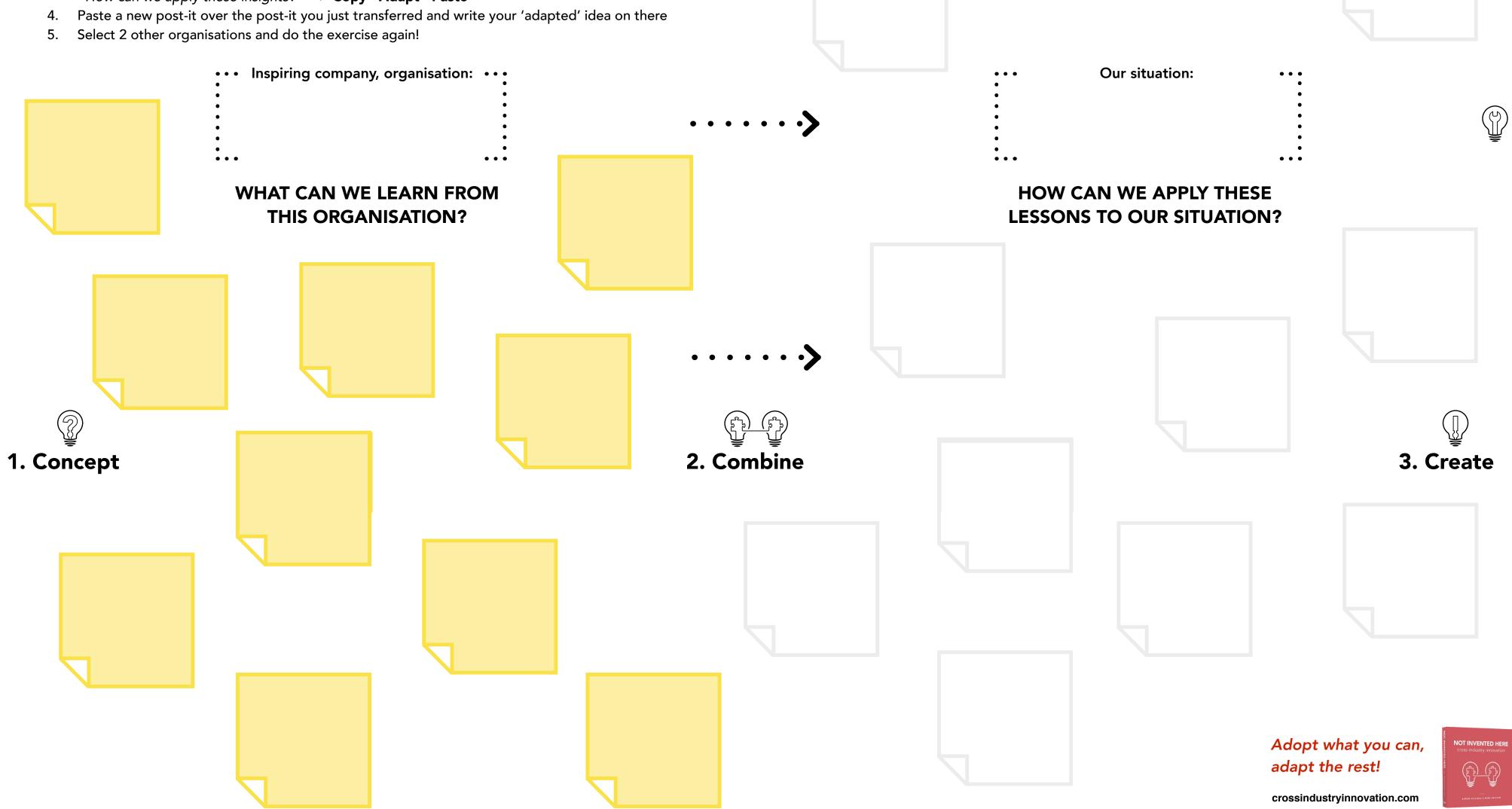
Cross-industry transfer map

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

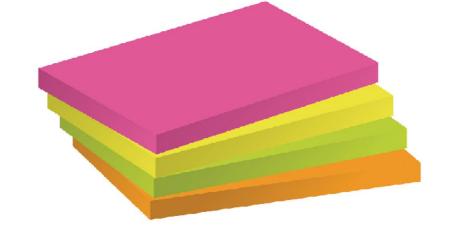


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WWxD? What Would x Do?

using the cross-industry transfer map

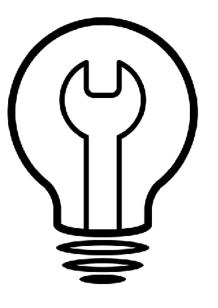
- 1. Select or come up with an innovation challenge
- 2. Choose an innovative company (preferably one that one of the participants has experience with!)
- 3. List the unique ways this organisation operates => focus on the 'HOW' (write them on post-its)
- 4. After about 7-10 items, select 2 or 3 'cool' 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!



Cross-industry

Repeat with another inspirational organisation!

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















































































































































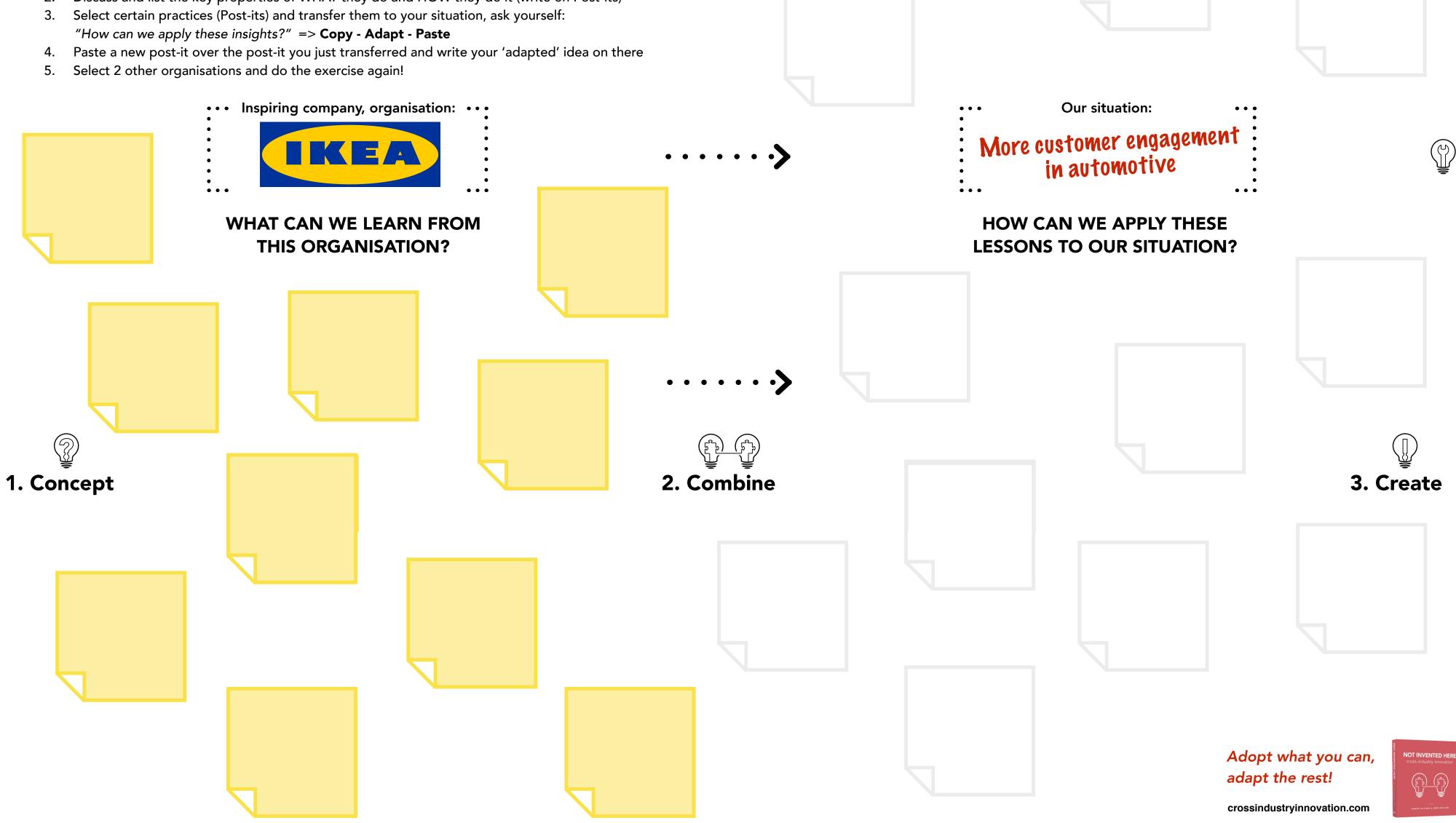




Cross-industry transfer map

How to use the transfer map:

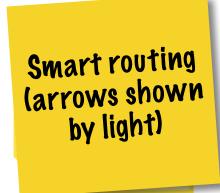
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Cross-industry transfer map

How to use the transfer map:

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- 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!





WHAT CAN WE LEARN FROM THIS ORGANISATION?

Everyone within 45 mins drive gets a catalogue

Do it yourself (DIY) at home



1. Concept

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

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

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

Modular product system

Manual without words(!) only drawings



•••••

Products have names (founder is dyslexic)



More customer engagement in automotive



HOW CAN WE APPLY THESE LESSONS TO OUR SITUATION?



3. Create

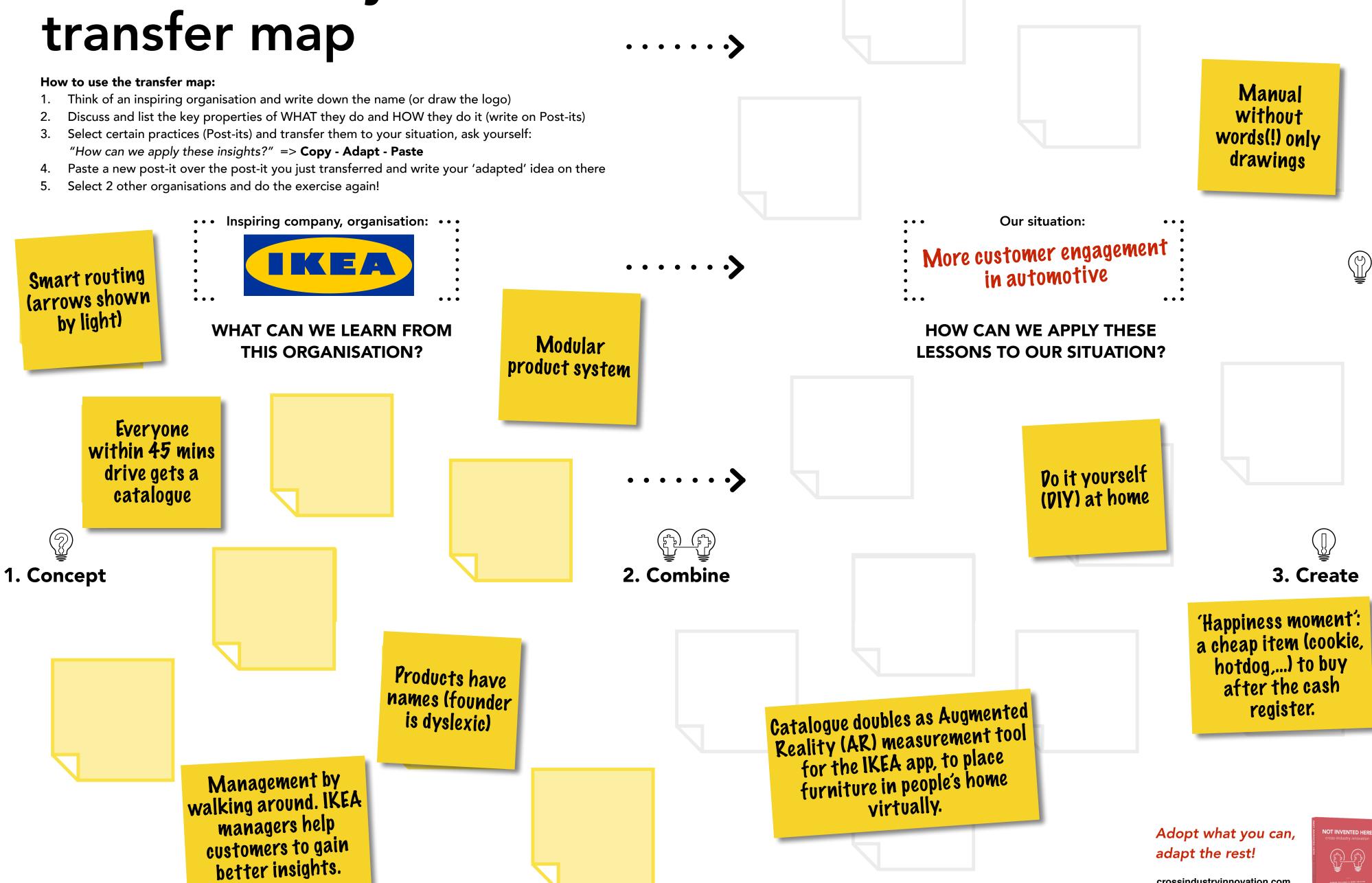


Adopt what you can, adapt the rest!

crossindustryinnovation.com



Cross-industry

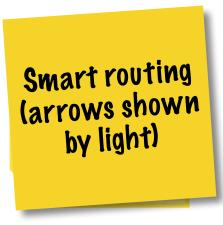


crossindustryinnovation.com

Cross-industry transfer map

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for the Our app shows the new car in situations based different relevant situations lies.

on people's social media profiles (i.e. on people's social the car is displayed on people's social the car is displayed at the hearh). Catalogue doubles as Augus

Manual An interactive video to go through the drawin car's options



HOW CAN WE APPLY THESE LESSONS TO OUR SITUATION?

Car 'membership' gives you the option to testdrive new cars

Become a brand ambassador and get points for referrals

Modular options presented to the customer a week (DIY) after pick-up via truck with

eate

Happi people get the possibility to buy a car option for a reduced price after submitting their final car configuration

Adopt what you can, adapt the rest!

