Killer Innovation™ Workshop
Warm-up

This document is for the sole use of the intended recipient. No part of it may be circulated, quoted, or reproduced by the recipient organization or distributed outside the recipient’s organization without prior written approval from Techtrend Group. All notices, copyrights, credits, etc. are to be maintained at all times.

Killer Innovation™ is a trademark of Techtrend Group, L.L.C.
Change Your Perspective
What do you see?
What do you see?
What do you see?
Sample Questions
The Process

- Answer the questions posed
  - Idea quota is +20 ideas/answers to every question
  - Don’t assume the meaning of every word (e.g. industry)

- Explore beyond the obvious to generate product ideas
Do NOT Judge

Let’s shelve that for the time being
Someone must have already tried it.
Who is going to do it?
I thought of that a long time ago.
I have something better.
We can’t afford that.
We tried that before.
You’ll never get approval.
It won’t fit our operation.
You’re on the wrong track.
It’s against all our combined logic.
Don’t rock the boat.
Not enough return on investment.
The market it not ready yet.
It’s great, but . . . . . .
It’s not a new concept.
Sample Question #1

What is half of thirteen?
Sample Question #2

What are some of the basic assumptions under which the industry operates?
Exploring Beyond the Obvious

- Everything that is new is an addition or modification of something that already exists

- Based on the answers to the questions, use SCAMPER to generate a wide variety of product ideas

  
  
  SCAMPER
  
  Substitute?
  Combine?
  Adapt?
  Modify – Magnify?
  Put to other uses?
  Eliminate or minify?
  Reverse – Rearrange?
The Evaluation Process

Before you kill an idea—any idea—let’s find at least three good reasons why it CAN be done!
Evaluation Questions

Evaluate your product ideas by asking additional questions.

1) Is this a killer innovation?
   - What is the eventual breakthrough impact on the market?
   - Is the innovation radically new or different?
   - Will it attract an early critical mass?

2) Will I make money from it?
   - How hard will it be for other companies to copy it?
   - Do we have the structural attributes to be a shaper?

3) Can I pull it off organizationally?
   - Can we get our groups excited?
   - Will senior management support it?
Rules of the Road

- Please be sensitive to the other participants. Pretend you are talking to your Aunt Doris. Show everyone respect. Every idea is valuable, and the goal is to get as many ideas out as possible and to enjoy the process.

- Laugh with, but not at, others. Only dim lights laugh at true brilliance.

- Reflect on how the ideas generated today relate to the overall objective. How do the choices you make today impact what the future may bring?
Let’s Have Fun!!
Contacts

For additional information on Killer Innovations™:

- Visit: www.killerinnovations.com
- Email: podcast@killerinnovations.com