



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Simply put, innovation is about successfully implementing a new idea and creating value for your customers and stakeholders. Innovation starts with a new idea. It could be a plan for an improved product or service; it could be an updated method for running your operations; it could also be a new business model.

New ideas

New business model

Innovation includes the ability to think outside the box to achieve goals, or come up with novel solutions to difficult situations using the environment, objects, or circumstances in an unusual way

analyzing or seeing new things in new ways,

It's a state of mind that can change the way you live your life and your work, and revamp your business.



Innovation

Innovation is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services

you're being creative when you come up with original ideas.

ISO TC 279 in the standard ISO 56000:2020 defines innovation as "a new or changed entity realizing or redistributing value".

Innovation is like the wind.

You can't see it directly but you can sense it blowing against your skin, you can see it swaying the trees back and forth



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?