



Says

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

Innovation is the ability to conceive, develop, deliver, and scale new products, services, processes, and business models for customers. Successful innovation delivers real new growth that is substantial.

The ability to conceive

Business models for customers



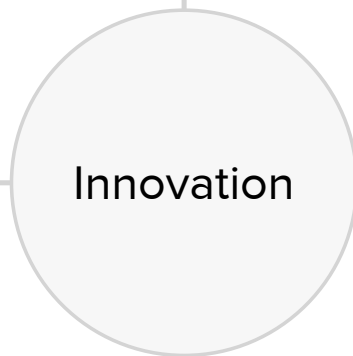
Thinks

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

Innovation includes the to think outside the box to achieve goals

Analysing or seeing new things in new days

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



Innovation

Innovation is the practical implementation of ideas that result in the introduction of new products

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

Tech building an organisation that is capable of innovation cricket success and longe



Does

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

[See an example](#)



Feels

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