

Recap & Brainstormer's Cheatsheet

- What to Remember about Process Innovation

RECAP

Here are the main points to remember about the Process part:

- Process disruptions include both how a new product is created (**New Product Development**) and how it's produced (**Production Processes**).
- The most famous and impactful New Product Development process is the **Scientific Method** which is basically Research and Development to create something new that didn't exist before. But of course this is also the most complex and costly to achieve.
- New Product Development techniques also include **Design Thinking** (famous example: Ideo), **Co-creation** (ex.: Zazzle), **Open-Innovation** and **Crowdsourcing** (ex.: Quirky where people submit new product ideas, others upvote these ideas and eventually they get produced, and the actors along the invention of the product get a share for their work), and **Data Analysis** when you dig deep into a lot of data to see what customers are looking for (ex.: BuzzFeed).
- Innovative Production Processes include **Automation** (factories, robots, well-developed software and artificial intelligence like Digital Genius does). There is also marketing automation as provided, for example, by Mailchimp (automatic mailing sequences), GetCrate (automatic choice of social media content to post) and Buffer (scheduling of social media publications in advance). Other techniques include **Partnerships** (ex.: Uber drivers are not their employees but independent contractors, which reduces cost), **Standardization** (ex.: McDonald's and Subway where every single step of the food production is highly standardized) and **Talent Management** (ex.: BuzzFeed which hires highly talented people to create pieces of content from scratch, instead of several people occupying different roles for the same output).

BRAINSTORMER'S CHEATSHEET

Here is a list of questions to help you brainstorm Process Innovations:

- What **unique skills** does your company have that your competitors don't?
- What are your advantages compared to your competitors in terms of operations?
- Do you need/can you hire an employee with **rare and valuable skills**?
- What **processes** do you implement for product/service development? How thorough are these processes?
- Do you have patents or are you doing research?
- Do you make use of **data analytics**? What interesting insights did it help you to uncover?
- Can you **co-create** a new product/service with your customers/users? With your competitors? With a partner company in a related industry? With a university?
- Did you implement **automation** everywhere where it's possible? Did you **eliminate all repetitive tasks** that don't bring value? Did you **standardize** most of the other processes?
- How do you spur **creativity** within your team?