

From Pain to Gain

WHAT IS FROM PAIN TO GAIN?

Pain to Gain is a creative problem-solving technique that will help you get into the minds of your customers and generate ideas based on their needs. It helps you list out the pain points of your business and in turn, come up with both incremental and groundbreaking ideas.

WHY THIS TOOL?

This is an ideation technique that will help you get into the minds of your customers and generate ideas based on their needs. You'll come up with incremental and groundbreaking ideas, and also uncover some unmet needs.

FACILITATION GUIDE



SUGGESTED AUDIENCE

- Relevant for all levels of staff, particularly those who regularly interact with customers or clients



SET-UP

- Designate teams of three to four people
- Select a particular "pain point" of your business and think about how your customer experiences it.

For example, if you were a hotel company, you could focus your worksheets on some of these discreet components: check-in, check-out, room charges (telephone, movies, mini-bar)



RECOMMENDED TIMING

Step 1.	Define Challenge:	5 mins.
Step 2.	Pain:	15 mins.
Step 3.	Gain:	15 mins.
Step 4.	Your Top Solutions:	20 mins.
Step 5.	Group Discussion:	25 mins.
		80 mins.



SUGGESTED MATERIALS

- **Worksheets**
Enough for each participant + a few extra
- **Colored whiteboard markers/pens** Separating by color helps organize thoughts
- **Whiteboard or flip charts**
Write down all group ideas; no idea is a bad idea

FACILITATION GUIDE (Cont'd.)

HOW IT WORKS:

A key to innovation is to understand your customers' pain points, solve them creatively, and in so doing create new opportunities for your business. The pain points can represent fertile business opportunities. Your task is to think like your customers, list the hurdles they face, and brainstorm how you'll solve them.

STEP 1. Define the Pain Point challenge.

STEP 2. PAIN: Become your customer.

- What issues or obstacles do your customers face?
- What are the things that distract them?
- What complaints do you hear most often?

STEP 3. GAIN: Delight your customer. From your list in Step 2, write down how you can address a few or all of these pain points.

- What opportunities arise?
- How can you convert them into business-building ideas?

STEP 4. Select your topsolutions. Outline the next steps on how you would make these ideas a reality.



TIPS FOR SUCCESS

- **Pain.** Become your customers by thinking of the obstacles, issues, and distractions they typically face.
- **Gain.** From your "PAIN" list, think about what adjustments or opportunities can improve the customer experience.
- **Outside In.** Invite people who interact with customers to do the exercise. Or even better, invite *actual customers* to participate. This will result in different perspectives and insights.
- **Do the Exercise for Competitors.** What pain points do your customers experience with competitors? This exercise can lead to new insights and new competitive advantages for your own company.

© Copyright Future Think LLC. All rights reserved. All other trademarks are the property of their respective companies. futurethink clients may make one attributed copy or slide of each figure contained herein. Additional reproduction is strictly prohibited. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change. To purchase reprints of this document, please email innovate@futurethink.com.

WORKSHEET

STEP 1. PAIN POINT: DEFINE THE CHALLENGE

STEP 2. PAIN: BECOME YOUR CUSTOMER
ISSUES? OBSTACLES? DISTRACTIONS?
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.



STEP 3. GAIN: DELIGHT YOUR CUSTOMER
SOLUTIONS

STEP 4. YOUR TOP SOLUTIONS

SOLUTION #1:

NEXT STEPS:

SOLUTION #2:

NEXT STEPS:

SOLUTION #3

NEXT STEPS:

SOLUTION #4

NEXT STEPS:

SOLUTION #5

NEXT STEPS: