Innovation procedure

Document the flow

* someone has a hunch, idea, or desire to try something out
* Document the hunch
  + Describe the anticipated outcome
  + How will it be tested
  + Who is the general audience
  + Who will be the target audience for the test
  + What metrics will prove its validity or worth
  + What sample size will be required
  + Do benchmark metrics already exist
  + Can it be split tested
* Obtain approval from COO to begin **Quantification**
* Record benchmark data
* Implement test to target audience
* Evaluate results
* Propose to COO for **Orchestration**

### Quantifying innovation

Example: Changing greeting words used for a retail shop  
Before change:

1. Determine how many people came in the door before the innovation was put into place
2. Determine how many people purchased product and the dollar value of those products  
   After the change
3. Count the number of people who came in the door after you change the words
4. Count the number of people who purchased something
5. Determine the average unit value of the sales
6. Determine what the improvement netted as a result.

### Orchestration

Removal of discretion  
Creating procedures, check lists, flowcharts, etc. for whatever the new or amended process requires.