Can it Work? A conversational approach to discovering the value potential of a good idea in an interconnected world.

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CREATING VALUE IN AN INTERCONNECTED WORLD

	QUESTION	WHY?	THEIR RESPONSE
Enterprise Problems	What are the problems, who experiences them & at what level do they operate in the enterprise?	To understand what your client's problems are and how they are perceived & experienced by each level of the enterprise To establish if sufficient demand exists by all the parties who are part of the problem to fund a solution if you can find one	1. Clients key problem 2. Do the three tiers of organization agree with the client's perspective of the problem ☐ YES ☐ NO 3. Will solving the client's problem help to fix their identified key problem(s) ☐ YES ☐ NO 4. Can you identify a pattern within the characteristics of the identified problems ☐ YES ☐ NO 5. Would your client get meaningful support from each of the three tiers of the organization ☐ YES ☐ NO
Eco System Problems	How does the problem affect others in the interconnected eco like world & where are they?	To understand the interconnected world that the problem exists within, who it affects, how and if they are willing to adopt any type of solution that your client offers them	1. Who are the key parties in this interconnected world 2. Do the parties agree with the client's perspective of the problem ☐ YES ☐ NO 3. Will solving the client's problem help to fix their identified key problem ☐ YES ☐ NO 4. Can you identify a pattern within the characteristics of the identified problems and is there a common generic problem that is emerging ☐ YES ☐ NO 5. Would your client get meaningful support from any parties ☐ YES ☐ NO 6. Does the bulk of the parties including the client's organization have a generic problem and if so will the solving of your problem contribute towards solving it? ☐ YES ☐ NO

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Pain Points		Can you give me some idea of the type and magnitude of the pain that this problem causes?	To better understand the nature and magnitude of the pain to every party connected to it and to establish the criteria that would be used to define and measure any value outcomes. Plus, to understand what specific demands exist for value from the parties, as this serves as a benchmark for "will it work"	List the types of pain that manifest at an operational level as a direct consequence of the identified problems E.g.: Compliance, Loss of revenue, Cost or efficacy of operations, Ability to be agile & responsive to change, Contestability
A Typical Scenario		Let's explore how this pain manifests itself in a typical scenario to help better understand what can be done	To understand the impact of this pain at an operational level and to see where the pain points for each party from concentrated hot spots To establish where to prioritize any effort to reduce the critical pain	How many customer/citizen centric scenarios account for 80% of all day to day business activity and processes Define all the operational parties involved in the most common scenario and define hot spots of pain Option create a high level map of the end to end process as is today
What If? (Capability)		What sort of capability (solution) would have to be adopted to get rid of this pain & what would the value be?	To discover the characteristics of any solution and to start to interoperate what elements would be required in a solution mix Plus, what is the most intelligent, innovative and cost effective solution mix to remove pain and generate value?	Define the characteristics of any solution that has already been considered to address the problem by fixing the operational pain & rate the confidence that it would work Explore any characteristics that would better fix the pain that has not be factored in to the equation but could be used & rate the likelihood of fixing the pain (in principle) Try to express the combination of the required capabilities as a "thing", in such a way that a Government Minister or company director would comprehend the concept in the time it takes to catch a lift

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A Good Idea	What good idea would work best to address this whole problem?	To form the seed of a good idea that encapsulates the conclusions and findings from the conversation in such a way that your client can start to take ownership and develop the idea towards a value proposition with your support	Using the description of the "thing" try to comprise a paragraph (or two) that would explain how the adoption of this "thing" would address the common problem(s) to the critical players by reducing the operation pain.
			Using the identified hot spots to illustrate how the thing will reduce the magnitude of pain to each of the operational players.
			Elaborate on the observations that by addressing these problems it will also assist the organization and (if identified) the eco like world it lives in get to where it needs to be faster and/or further
Value Proposition	What would the likely value proposition be to your client to adopt the good idea?	Once your client recognizes that the solution can reduce the pain and generate value to their own customers and stakeholders (as well as themselves) they will then start to drive the process of discovery. This provides you with the first value proposition which is to come back and map out the opportunity properly, either as pre sales activity or sold as a service.	During the conversations you may discover what the impactions are of the total magnitude of pain is to the organization or in the case of a scenario the amount of pain to a group of operational players.
			Try to discover any tangible measurable criteria for assessing the value of addressing the pain and include these observations in to your good idea which will morph it in to the beginnings of a value proposition
			Define the magnitude of pain for each Hot spot & the opinion or estimate of the implications to each party pulse the total to the organization E.g. Criteria time, cost, satisfaction rate the probable outcome with meeting the stated level of demand