

The Ideas to Impact Framework



Innovation: Using insights to *imagine, identify, and capitalize* on business opportunities

1 
Cultivate Empathy

2 
Develop Options

3 
Test & Learn

Diverge

Creating Choices

Making Choices

Converge

Begin with empathy for the customer

- Observe customer
- Understand motive
- Discover insights

Seek options before solutions

- Associate to ideate
- Enhance ideas with diverse perspectives
- Define concept

Reduce uncertainty through learning

- Identify assumptions
- Design small, fast experiments
- Apply learnings to pivot or scale

IMAGINE...
 Insights for Exploration

IDENTIFY...
 Idea(s) for Testing

CAPITALIZE...
 On Learnings for Better Results



High-level approach and timing

