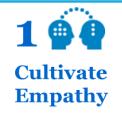
The Ideas to Impact Framework



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



2 - - Develop Options

3 C
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

