

Tools don't innovate.

A fool with a tool is still a fool.



No worries, you have very capable people in house.

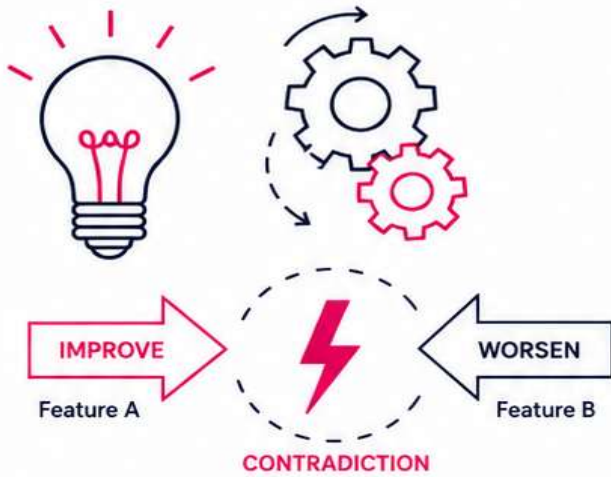


The point is that a better innovation tool won't fix an organization that isn't ready to use it.



TRIZ

Systematic inventive problem solving and contradiction resolution.

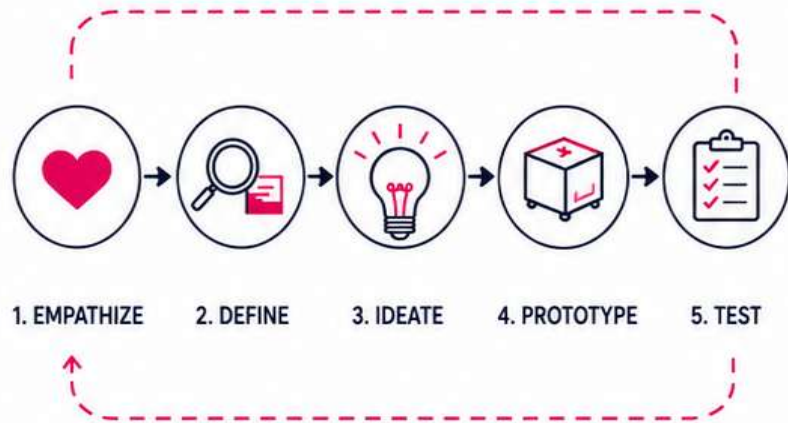


CONTRADICTION MATRIX

	1	2	...	39
1	...	✓	...	
2	...		...	✓
...			...	
39	✓	...	...	

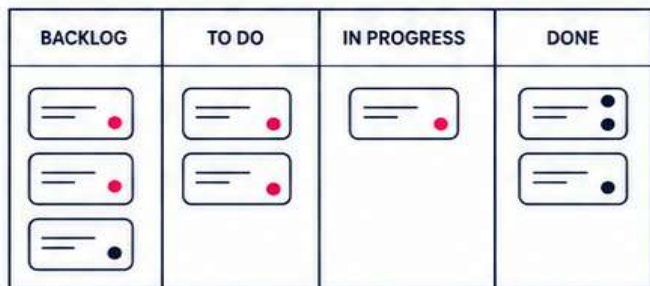
Design Thinking

Human-centered creative problem solving.



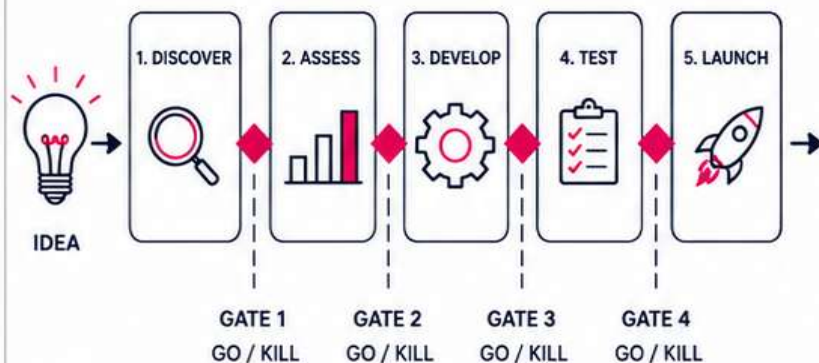
Agile

Iterative teamwork delivering value through rapid cycles.



Stage Gate

Structured process with decision checkpoints.



Yet every one of these
tools relies on your
people being able to...

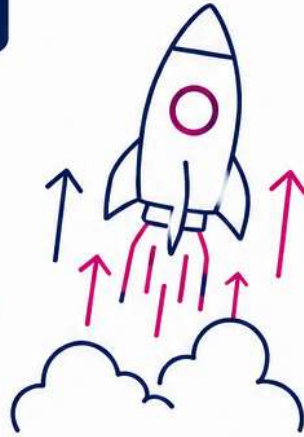
- challenge assumptions
- deal with uncertainty
- mobilize support
- follow through



If capabilities are strong:



TOOLS



ACCELERATE



STRONG CAPABILITY
STRONG RESULTS

VS

If capabilities are weak:



TOOLS



AMPLIFY
THE WEAKNESS



WEAK CAPABILITY
WEAK RESULTS

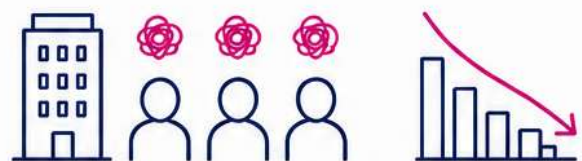
That's why two companies can use
exactly the **same methodology**
and get completely **different results**.

COMPANY A



SAME TOOLS + STRONG CAPABILITY
= **STRONG RESULTS**

COMPANY B



SAME TOOLS + WEAK CAPABILITY
= **WEAK RESULTS**

The question is not:
“Which tool should we
introduce?”

It is:
“What capability are we
trying to build?”



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