

TII 2016 - Barcelona



“La Salle Matrix Thinking”[®]

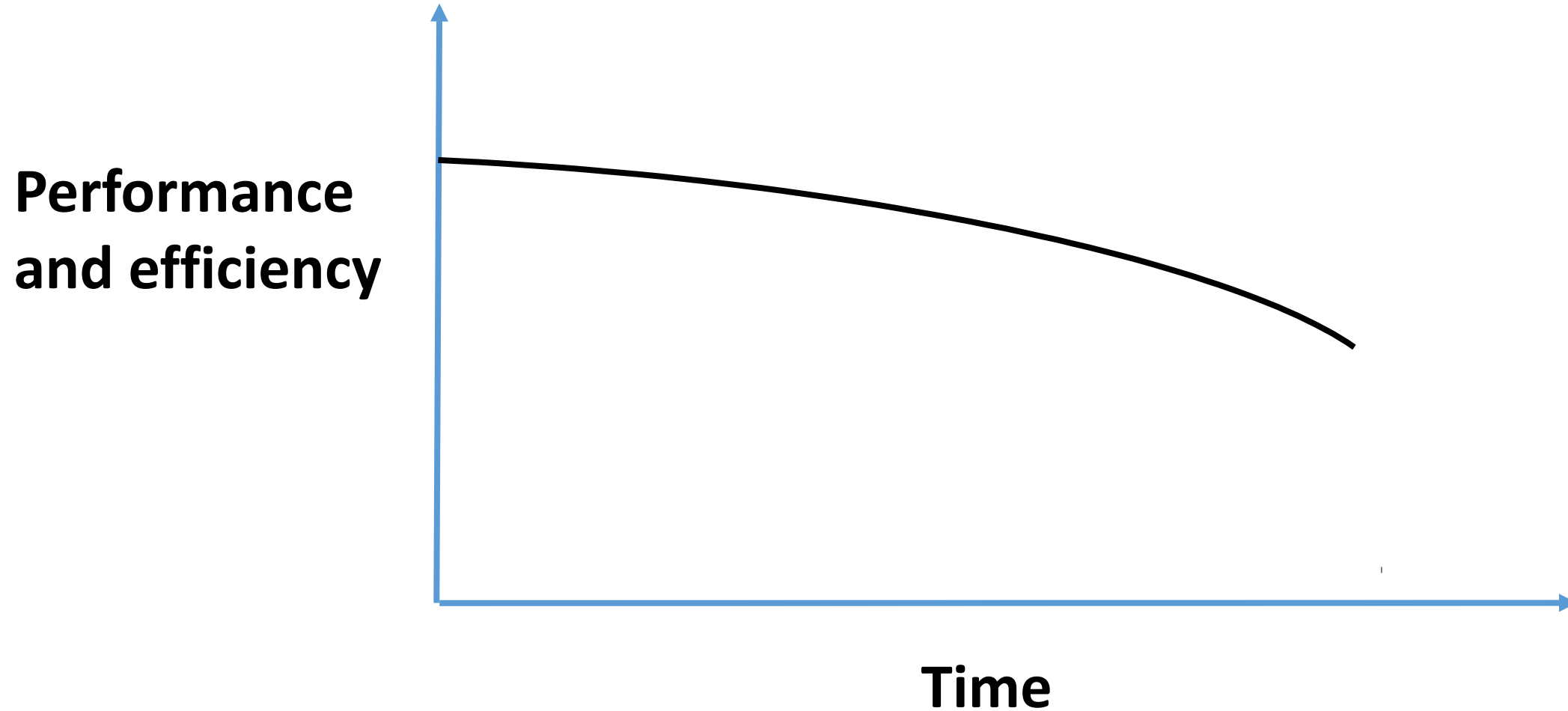
Innovation - Opportunity Capture - Marketing

There is always a better way!

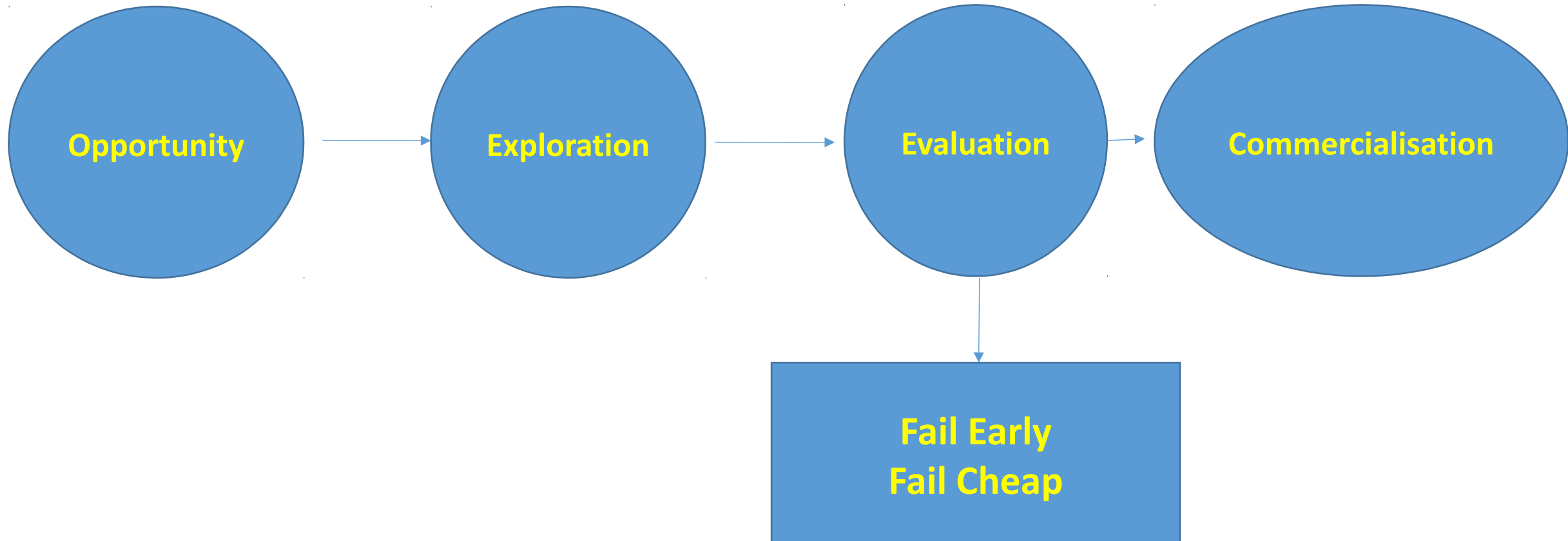
<https://www.youtube.com/watch?v=4shlqPiiPhU>

Developed by Roger La Salle

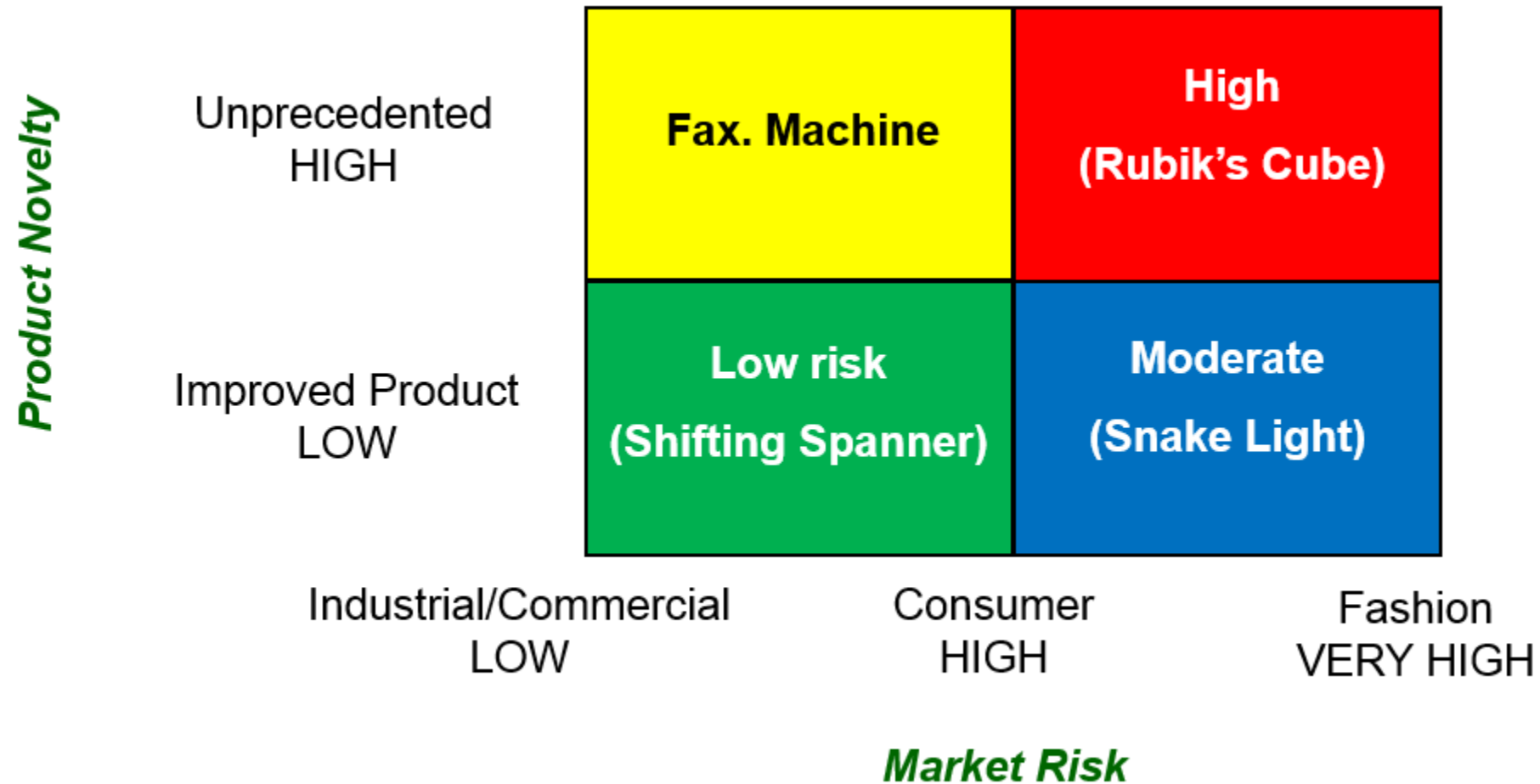
Business - Organisational Trajectory



Idea to outcome – or NOT!



Market Risk - the biggest business risk



Product Innovation Matrix



Catalysts Seeds	Future gazing	I wish	Re-question	New function	New technology	IYFIHYDIW*	New material	New design	Tracking	Inversion	Transfer	Reduction
Change												
Accessories (add-ons)												
Complementary products (goes with)												
Channel enhancement (same outlet)												
Consequential Change												

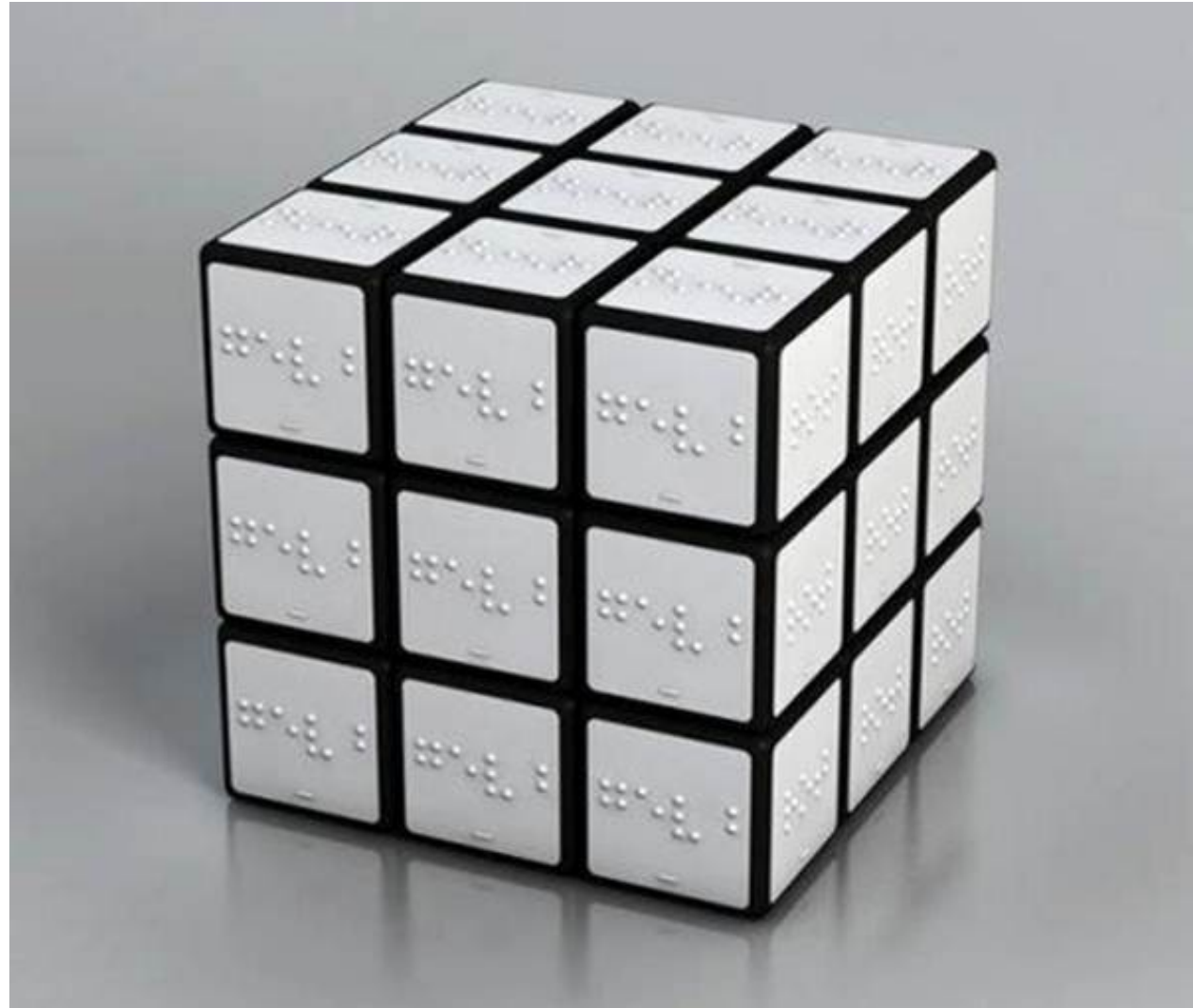
A simple idea?



New or Improved?

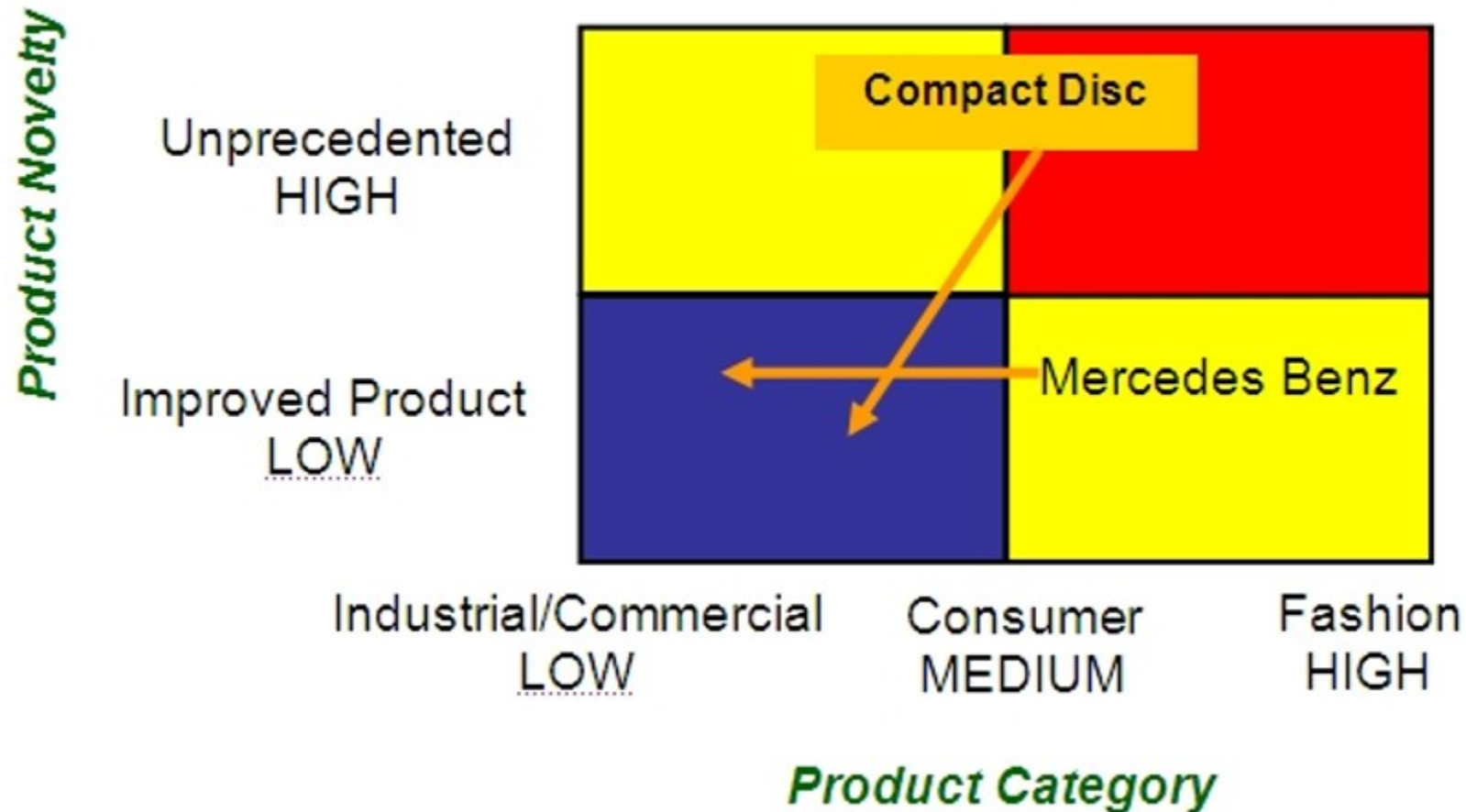


A simple risk free innovation!



Market Risk - Repositioning your offering

Market Risk Map



Opportunity Matrix



Catalyst Seeds	IYFIHYDIW*	Future gazing	I wish	Re-question	Technology	Tracking	Transfer
Predictable activity							
Widespread activity							
Repetitious activity							
Trends							
Comparative activity							
Consequential Change							

*If you find it hard you're doing it wrong

Let's think "Opportunity"

Marketing - Start by observing the attributes of opportunity:

- *Selling Chocolate – where is your tribe*
- *The diner party – Wow*
- *Staples are a curse*
- *New opportunity for braking material - complements*
- *Retaining cell phone customers – where are they?*
- *Improving tea making with tea bags*
- *Selling oil in the EU – the cell phone transfer*
- *Trade Finance in restricted markets – the invisible bank*
- *Taking dairy foods out of the fridge and onto the shelves – How was it done*
- *Selling more tooth brushes – the obvious answer ignored*
- *Selling more shampoo – the consumer has no idea*
- *Water, power and gas, the single solution*
- *The Police love it – the 20 cent solution*
- *Virtual chocolate – the KPO nightmare*
- *Increasing the value of a cardboard drink coaster by 1,000 time for the cost of 0.5 cent*

Service Innovation Matrix



<div style="background-color: #e0e0e0; padding: 5px;">Seeds</div> <div style="background-color: #add8e6; padding: 5px;">Catalyst</div>	I wish	YFIHYDIW*	Future gazing	Re-question	New technology	Tracking	Transfer	Repetition
Innovate								
Channel enhancement								
Complementary products								
Trends								
Consequential Change								

*If you find it hard you're doing it wrong

Process Innovation Matrix



Cat'yst Seeds	<i>Map and Measure</i>	<i>I Wish</i>	<i>IYFID YDIW</i>	<i>Product Design</i>	<i>Cntrol</i>	<i>Flow</i>	<i>Re - Quest.</i>	<i>New Tech'ly</i>	<i>Tr'kng</i>	<i>Tra'fer</i>	<i>Rp'ton</i>	<i>Report and Feedback</i>
Costs												
Cycle Time												
Quality												
<p style="text-align: center;">Consequential Change</p>												

THE END