

DARE to Innovate

Define What are you trying to solve? How you define the challenge will shape what you do next. Be precise with your words, and continue to reframe your questions.

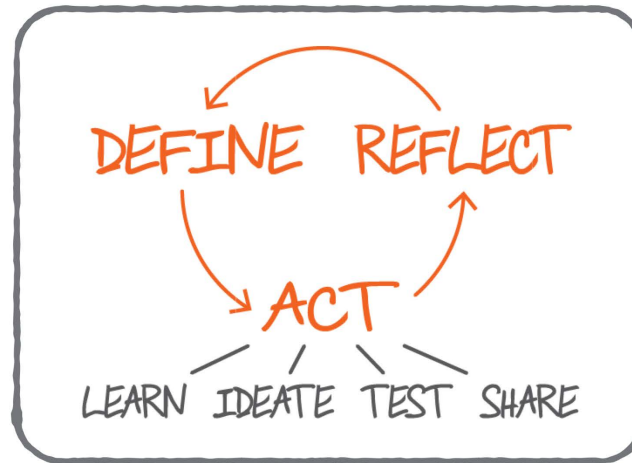
Ask yourself:

- What are your long-term goals?
- What are your immediate goals?
- Who are you doing this for?
- What are your criteria for success?

Learn How might you discover the needs of those for whom you are innovating? Gain understanding and empathy by observing, listening, and studying the world around you.

Ask yourself:

- Where can you get inspired?
- Who can you learn from?
- What is the context within which you innovate?
- What's already been done?



Reflect How might you learn and improve? Pausing for reflection creates opportunities for insight, and for making new connections between ideas. Take time to reflect: it will be the best investment you make.

Ask yourself:

- What did you just learn?
- What was most meaningful?
- What would you do differently next time?
- How do you feel about your innovation work?

Share How might you best communicate your ideas and concepts? A good story is essential to engage colleagues and customers, and to elicit valuable feedback for the road ahead.

Ask yourself:

- Who is your audience?
- What is most compelling about your story?
- Who is the hero of your story?
- What is your hero's journey?

Ideate How do you come up with new ideas? Collaborative creativity is at the heart of innovation. You need a clear and visual process, expert facilitation, and the permission to fail on the way to success.

Ask yourself:

- What assumptions should you question?
- Who will lead your brainstorming sessions?
- How might you include diverse voices?
- What will you do with all these new ideas?

Test How might you best evaluate your ideas? Prototype often, and embrace both failure and success as unique learning opportunities. "Thinking by doing" is a great way to accelerate the development of new ideas.

Ask yourself:

- What can you prototype quickly?
- Whose feedback do you want to get?
- What questions can your prototype answer?
- What assumptions have you made on the way?

Innovationship offers unique hands-on learning and mentoring programs, based on decades of experience applying *innovation through design thinking* in a variety of settings around the world, including startups, Fortune 500 firms, nonprofits, and educational institutions. Our DARE to Innovate model (*Define, Act, Reflect*) helps individuals and organizations adopt a *new way of thinking* and doing, and sets the stage for *extraordinary solutions* that are useful, usable, and delightful.

To learn how we can help you innovate through design thinking, and for free downloads, visit us at: www.innovationship.com, or contact Tina Meinig at tina@innovationship.com.

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