

# Innovation Sprints

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## What is an Innovation Sprint?

An Innovation Sprint is a customer insight driven, fast-paced creativity workshop that challenges teams to think differently.

This is a creative experience that combines design thinking approaches with ethnographic research, improvisation and prototyping to inspire breakthrough ideas.

Innovation sprints help create the environment for teams to thrive and drive change.



## When would I use an Innovation Sprint?

Use an Innovation Sprint when you want innovative ideas and rapid results.

Innovation Sprints include gathering insights from your users, testing assumptions about how to solve the challenge and rapid iterative cycles of prototyping your solution.



## How does it work?

Each innovation sprint is curated to meet the needs and challenges of your team. This is the basic framework.

1. Participants pitch or brainstorm new ideas
2. Participants and moderators take all contributions and form teams to pursue and build out the best ideas
3. Fully-immersed participants turn ideas into prototypes
4. Internal or external “coaches” support the process by providing expertise, leadership development, and inspiration
5. Final prototypes and results are pitched to senior leaders and decision makers for evaluation and project approval or rejection, based on metrics and guidelines previously determined

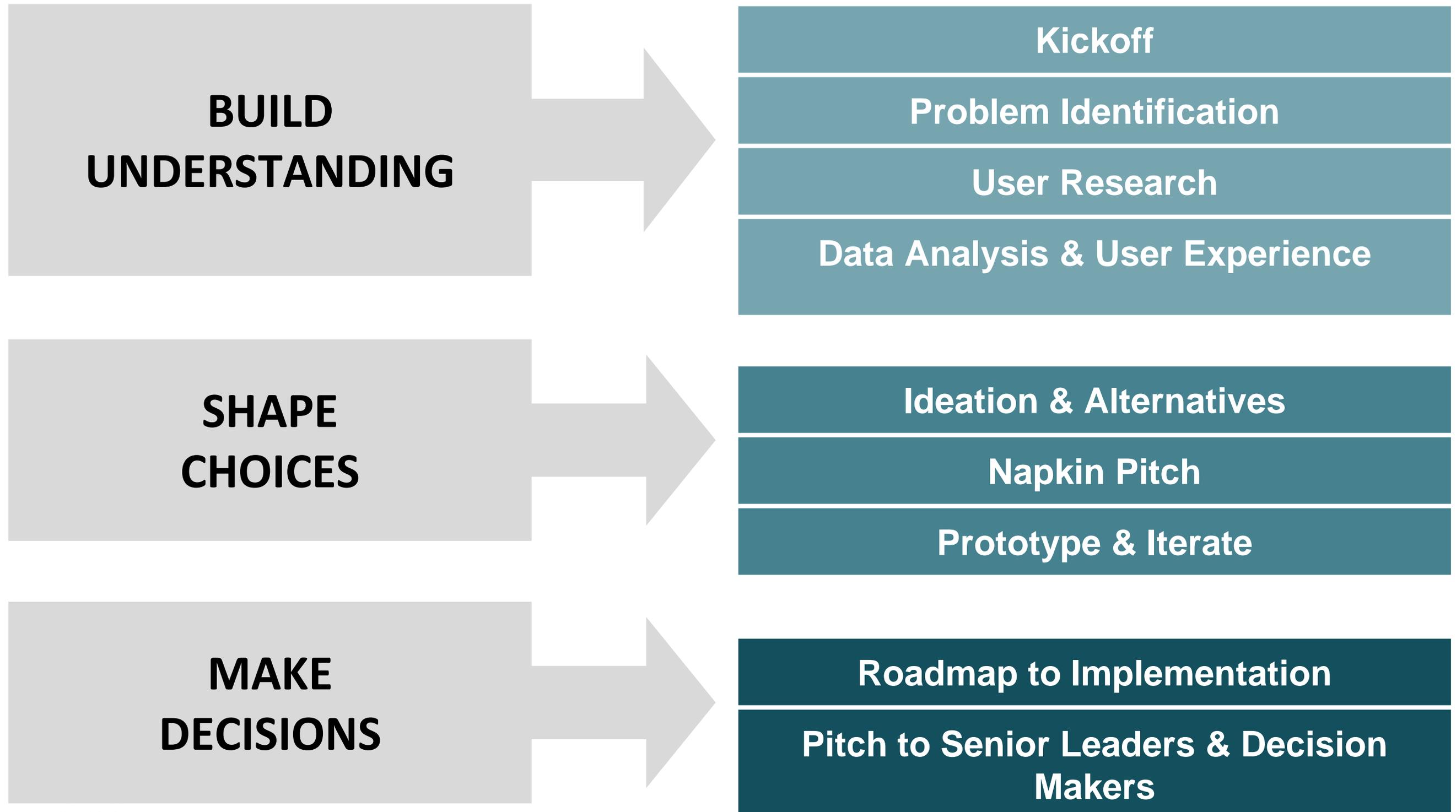
## Why it works...

An Innovation Sprint generates powerful results while setting an entrepreneurial tone.

The Innovation Sprint works by :

- **Surfacing Ideas**– Employees often keep their ideas to themselves because they’ve heard too many times, “that is not feasible” or “we have other priorities”. By contrast, Innovation Sprints are clear and simple and they drive direct, tangible outputs.
- **Harnessing Energy** – Innovation Sprints are lightning-fast compared to almost any other improvement and development process. Sprints act as an outlet for employees to unleash pent-up creativity, drive, and ambition to improve processes.
- **Promoting Creativity** – Innovation Sprints are highly collaborative, with a focus on co-location, full immersion, and constant interactivity. Because of this design, Sprints create a cycle of meaningful engagement and creativity as the ideas flow among participants.

# Innovation & Improvement Process



# Innovation & Improvement Process - Questions

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## Kickoff with Senior Leaders

### Problem Identification:

What is the problem you are trying to solve?

### User Research:

What are your assumptions? What do users want?

### Data Analysis & User Experience:

What did the users say? What is their need?

### Ideation & Alternatives:

How might you solve the problem? What are the alternative?

### Napkin Pitch:

What resonates with others?

### Prototype & Iterate:

How do you test your assumptions? What wows?

### Roadmap to Implementation:

What is needed to implement your solution?

### Pitch to Senior Leaders & Decision Makers:

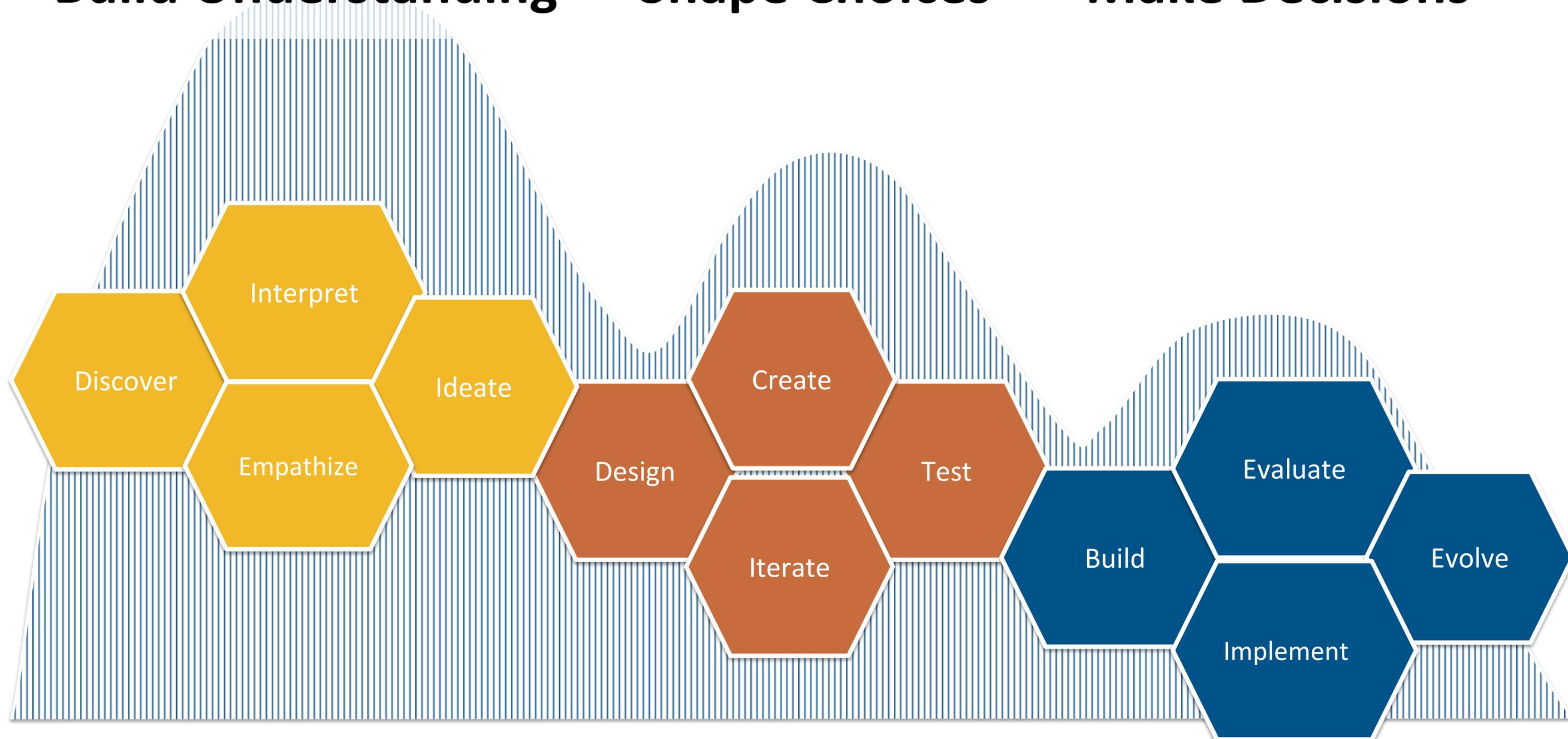
How do you tell your story and demonstrate your value proposition?

# Another Way to View the Innovation Sprint Process

**Build Understanding**

**Shape Choices**

**Make Decisions**



# Learn from Failure.

Don't think of it as failure, think of it as designing experiments through which you are going to learn.

*Tim Brown, CEO, IDEO*