

# The Innovation Playbook

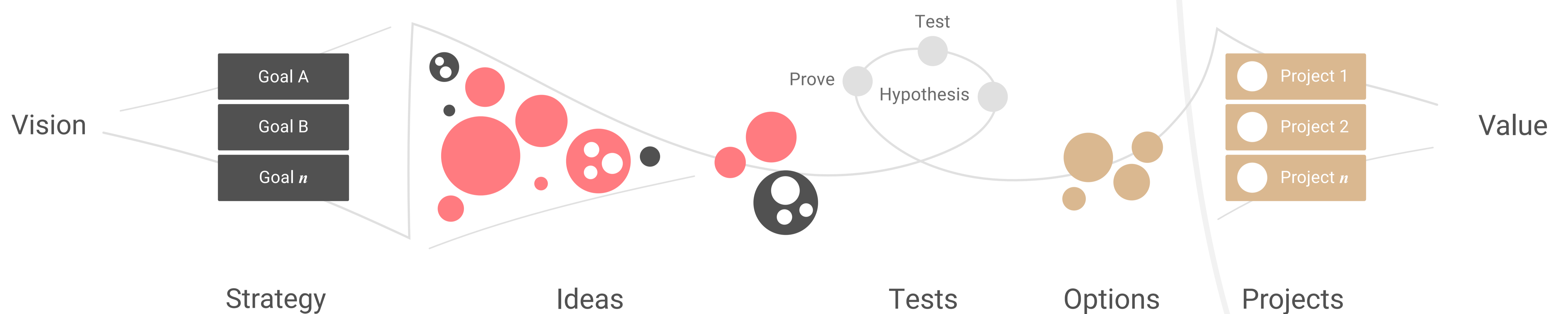
6 game plans to get you from

**Vision to Value**

# Hello :)

## Welcome to our Innovation Playbook.

We designed Solverboard to help you manage the innovation lifecycle from strategic vision to new value.



Every organisation innovates in different ways - and no matter which way you prefer, you can use Solverboard to inspire, create, assess, prove, scale and measure your innovation progress, all in one place.

# What to expect...

**This playbook helps you quickly get the most out of Solverboard by breaking your innovation journey down into 6 easy to follow game plans.**

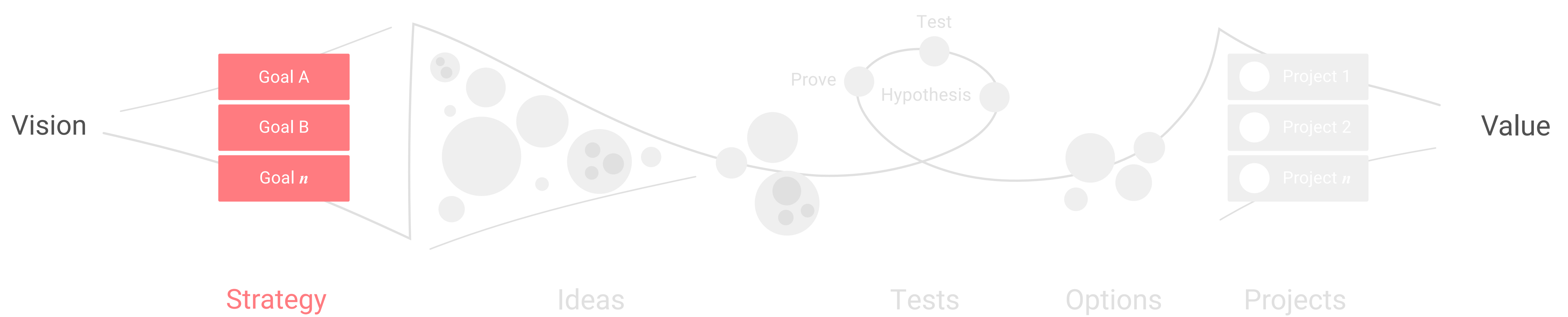
Each one contributes and supports you in creating an all-encompassing innovation framework. With differing levels of effort and impact, all are designed to encourage you to get going straight away to deliver and enjoy some early results.

If you haven't signed up yet, then join our [Teams or Business plan](#) to get going.

*“I’m actually amazed at what the platform does. I think you guys have built Asana for innovation managers.”*

**Davide Turi**

Founding partner, Studio Zao



## GAME PLAN 1

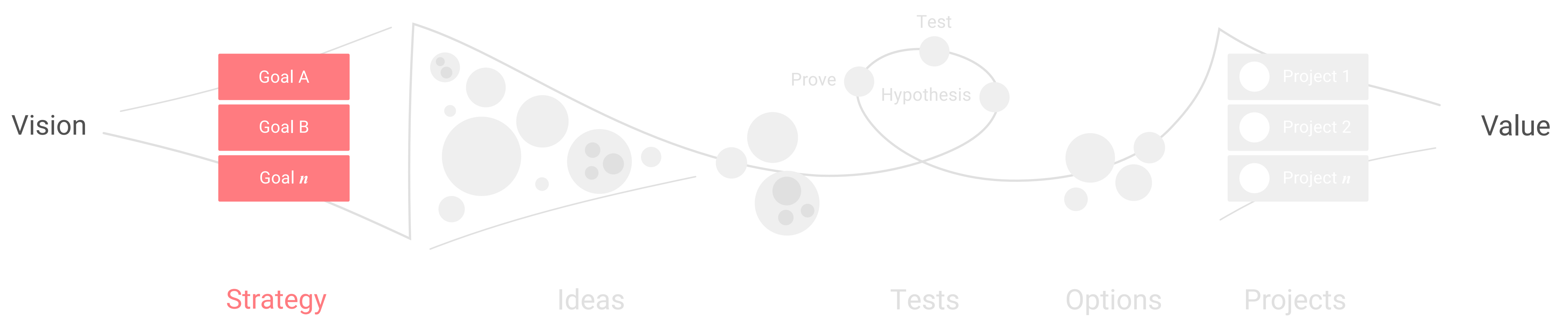
# Define & inspire

**Envision the future of your organisation and inspire your community through your innovation strategy, goals and OKRs.**

### Why this is important.

Articulating and making your strategy accessible provides your organisational 'north star'. Opening up your business in this way gives people clarity on your direction and purpose while empowering and motivating them to help make it happen.

Breaking your strategy down into bite-sized chunks helps people see it as achievable and makes it easier to measure progress.



## Steps to Success

### 1. Define your strategy

Define what you mean by innovation and how this works in your organisation to realise your ultimate vision and mission.

### 2. Celebrate your innovation team

Use this page to share who is in your innovation team so they can be easily identified and contacted if needed.

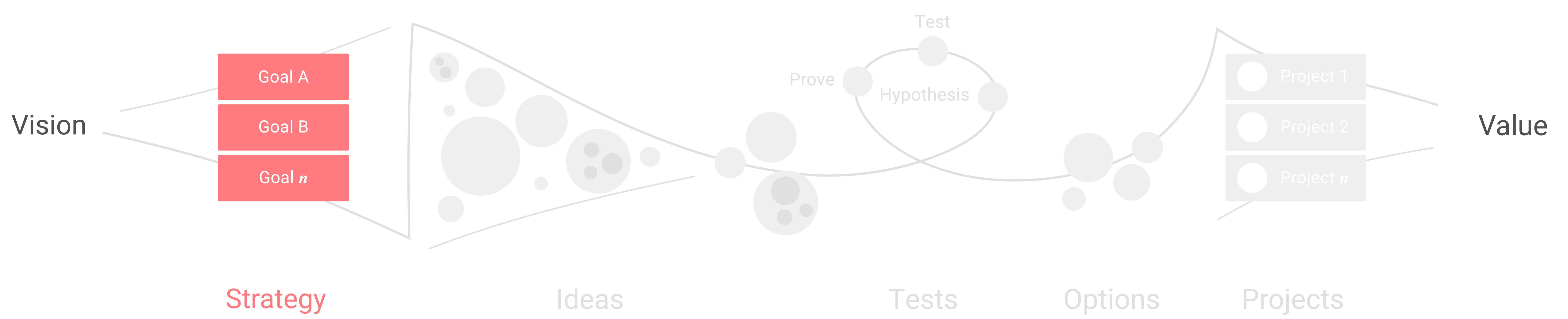
### 3. Set goals

Use goals to set:

- Long term strategic transformational change initiatives.
- Accelerated innovation sprints using OKRs (Objective Key Results)
- Tactical innovation challenges.

### 4. Track performance

Use Key Results to track strategic performance and share results with your user community to create an open and transparent culture.



## Here's what the experts say...

*"You need to understand not just what you're doing, but what you're trying to do it for...It's absolutely vital that you really understand the purpose and align to that."*

Simon Jones | Freelance performance consultant

## Get started in Solverboard

**Setting Goals**

[Link](#)

**Goal templates**

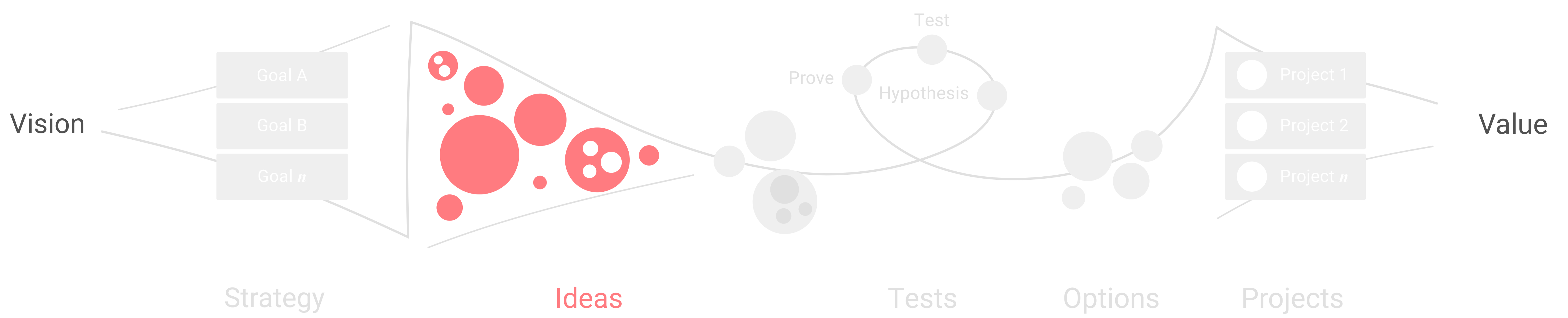
[Link](#)

**Setting OKRs**

[Link](#)

**What is the Strategy Module?**

[Video](#)



## GAME PLAN 2

# Feed the funnel

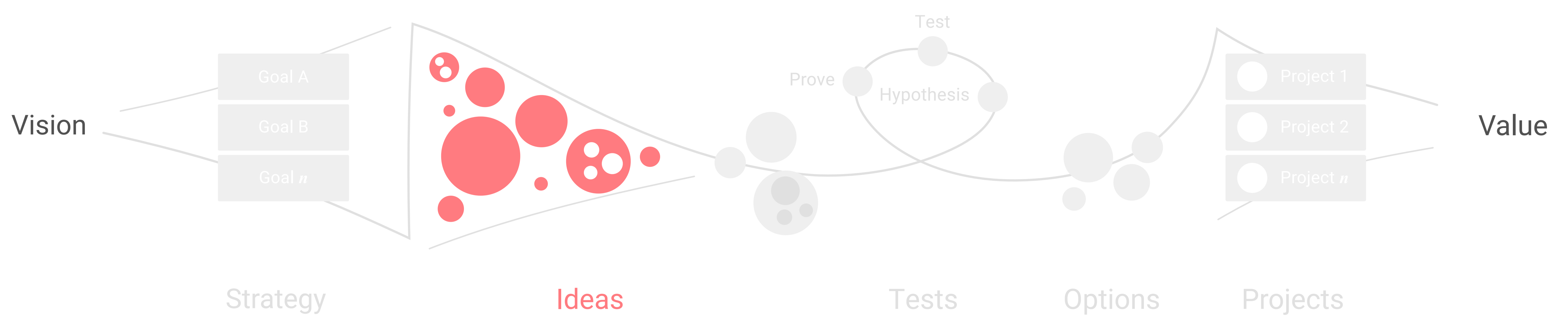
**Ideas are the fuel for your innovation funnel. Create an innovation community, inspire and activate your employees, customers & suppliers, and generate ideas aligned to your goals.**

### Why this is important.

Great ideas can come from anywhere. Encouraging contributions from your people drives better engagement and better outcomes.

Involving end users and suppliers in your innovation process is equally important both for collaboration and visibility.





## Steps to Success

### 1. Create your community

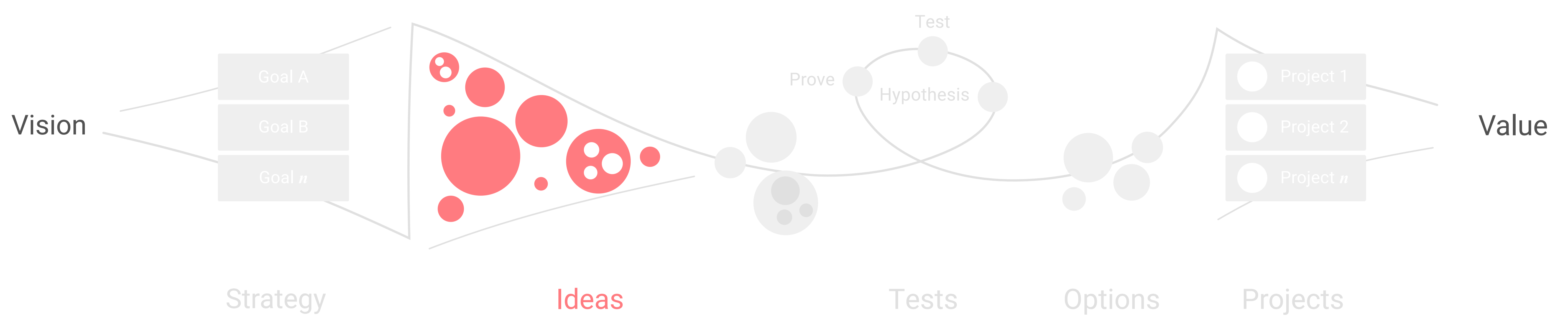
Invite your employees, colleagues and external people such as customers and suppliers to allow them to contribute to meet your goals.

### 2. Encourage collaboration

Talk about anything in Solverboard, from Ideas to Projects. Rate and review ideas as a team.

### 3. Keep it (re)fresh

As new ideas are posted, keep assessing to progress the good ones, and archive the rest. Use the built-in tools to identify the ideas gaining traction, and keep things organised by grouping together similar ideas in clusters.



## Here's what the experts say...

*"Atos are using Solverboard as a means of challenging our business change and transformation team to ideate around key organisational challenges, before assessing, selecting and validating them."*

**Matt Cresswell** | Innovation Lead at Atos

## Get started in Solverboard

**Creating an idea**

[Link](#)

**Techniques for generating ideas**

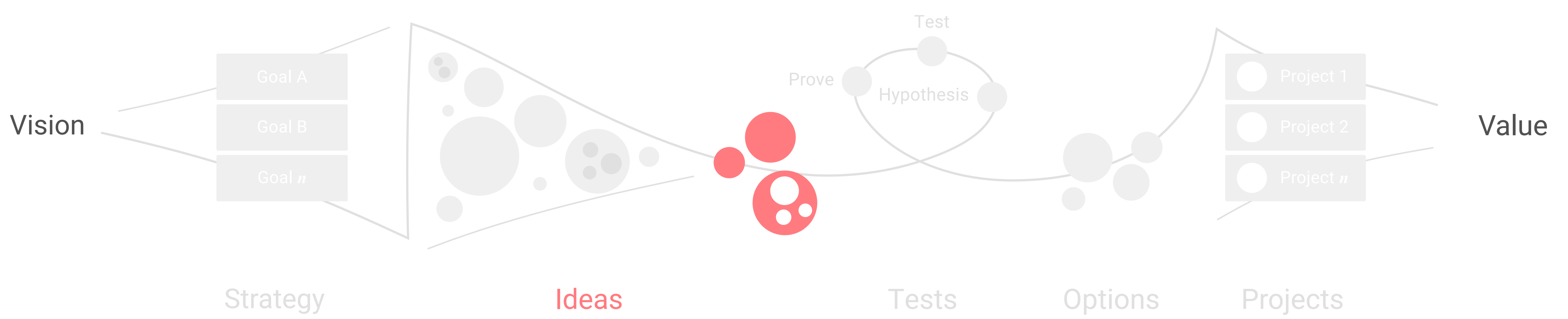
[Link](#)

**How to generate ideas  
– Tools and Techniques**

[Link](#)

**What is the Ideaboard?**

[Video](#)



 GAME PLAN 3

# Assess & act

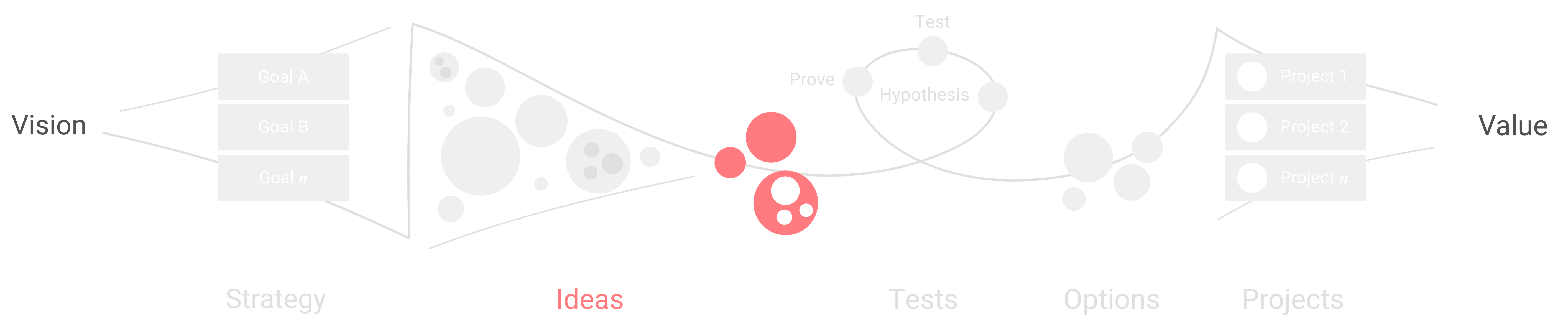
**You need to make sure your innovation pipeline has flow. Assess ideas against customer need or want (desirability), technical possibility (feasibility), whether they are worth your time (business viability) and how closely they align to your goals.**

**Why this is important.**

By this point, you've built a great innovation community and culture, and you'll have great ideas continuously being added to your platform, but the key is finding the best ones to continually improve your business.

Continually assess and progress the good ones and archive the rest to keep your innovation "flow".





## Steps to Success

### 1. Assess & prioritise

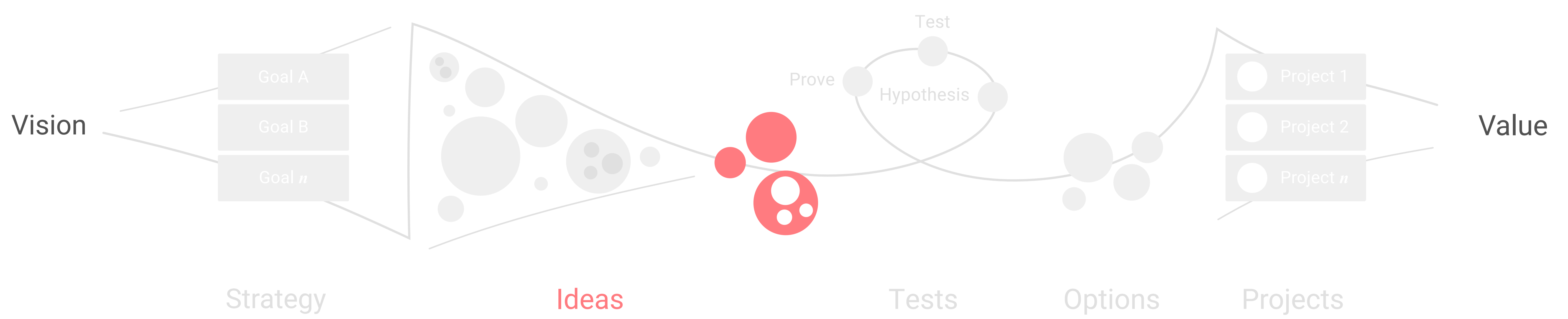
Use the desirability, feasibility and viability criteria to assess each idea quantitatively.

### 2. Decide

Combine these quantitative measures with qualitative review - either individually or as a team - then progress, or graduate, the ones that have the best fit. Archive the ones that don't.

### 3. Communicate

Solverboard notifies your team whenever something changes, so you only need to focus on the progression into Tests, Options or Projects.



## Here's what the experts say...

*"Innovation is different from having ideas. Everybody's got an idea, there's no shortage there. But if you don't have a system or process for managing those ideas you don't have innovation."*

Arend Welmers | CEO, Ninety Days

## Get started in Solverboard

**Reviewing, assessing and graduating an idea**

[Link](#)

**What are the ten types of innovation?**

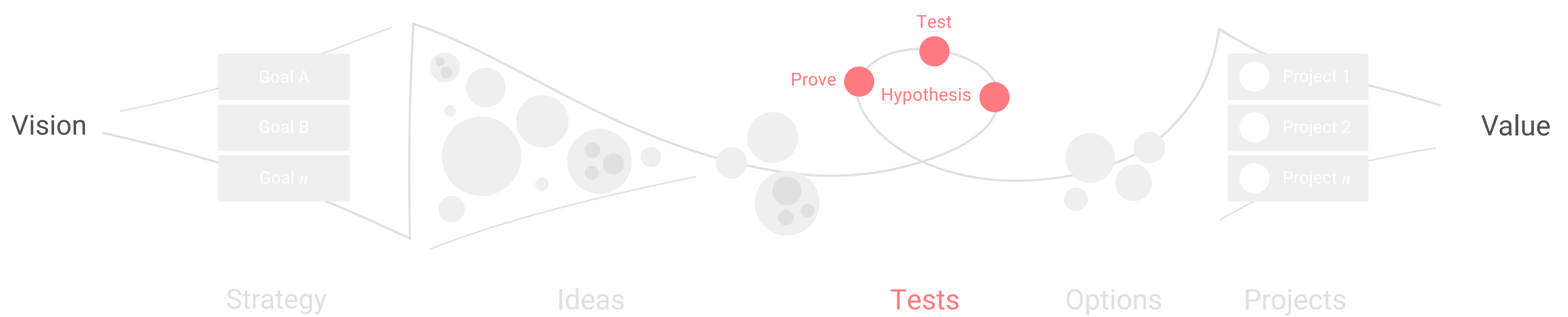
[Link](#)

**Innovation ambition – what's yours?**

[Link](#)

**Which innovation model should I use?**

[Link](#)



## GAME PLAN 4

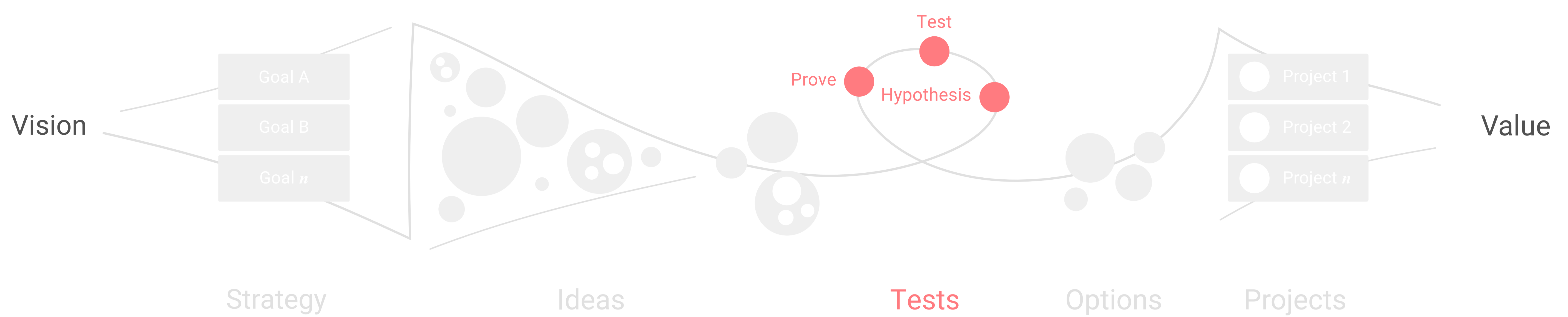
# Prove by testing

**This is the riskiest zone of innovation. Make sure you only invest in ideas that solve a customer want or unmet need (desirability), that you can realise (feasibility) and that is worth your while in doing so (viability). This is the key gameplan to innovation success.**

### Why this is important.

The world is full of great ideas that go nowhere. With rigorous, or even scientific testing, you can interrogate ideas to find the ones that could really make a difference. And kill off the ones that won't. This is the key to reducing innovation failure.

Our agile, lean approach also increases the speed of your innovation process. Speed and success together will increase your propensity to innovate, so get this right and watch your innovation muscles start to grow.



## Steps to Success

### 1. Shape

Interrogate the idea using our question-based templates. They're designed to help you turn an idea into an innovation concept and quickly establish if it's valid and likely to work.

### 2. Identify Assumptions

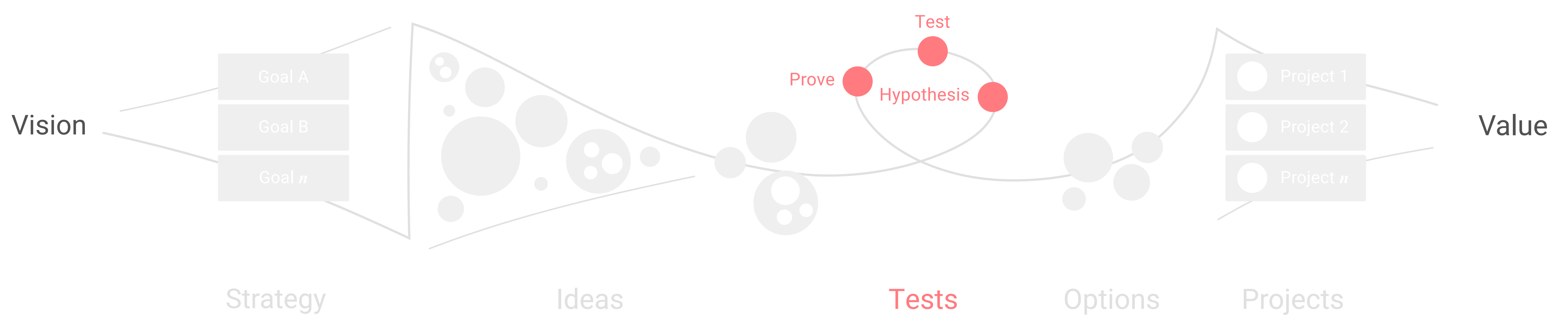
As you shape your concept, there may be a tendency to use gut feel and guesswork. This is where your ultimate risk lies. Identify your assumptions and create hypotheses to prove or disprove whether they are correct.

### 3. Experiment & Learn

Work as a team to prove or disprove the hypotheses, adding any lessons you learn along the way.

### 4. Decide

Repeat, armed with knowledge from the previous cycles. At each point, you can Persevere, Pivot or Stop.



## Here's what the experts say...

*"Businesses can often view failure in its literal sense and discard an idea if it doesn't generate an instant return on investment. However, failure is an essential part of exploration in fuelling growth and discovery."*

Paul Northey | R&D Director, Nexperia

## Get started in Solverboard

### Introduction to Tests

[Link](#)

### Key processes used in Solverboard tests

[Link](#)

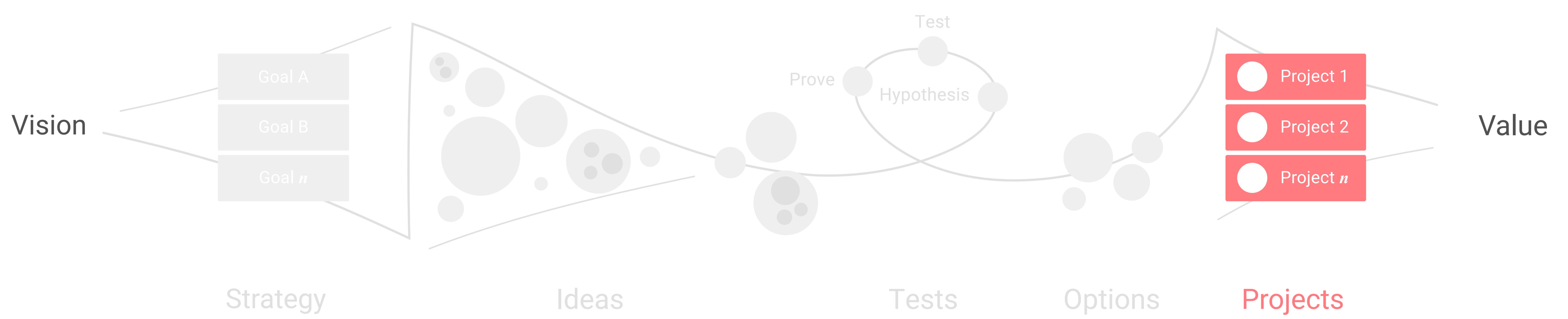
### The testing lifecycle used in Solverboard

[Link](#)

### What is the Testboard?

[Video](#)





## GAME PLAN 5

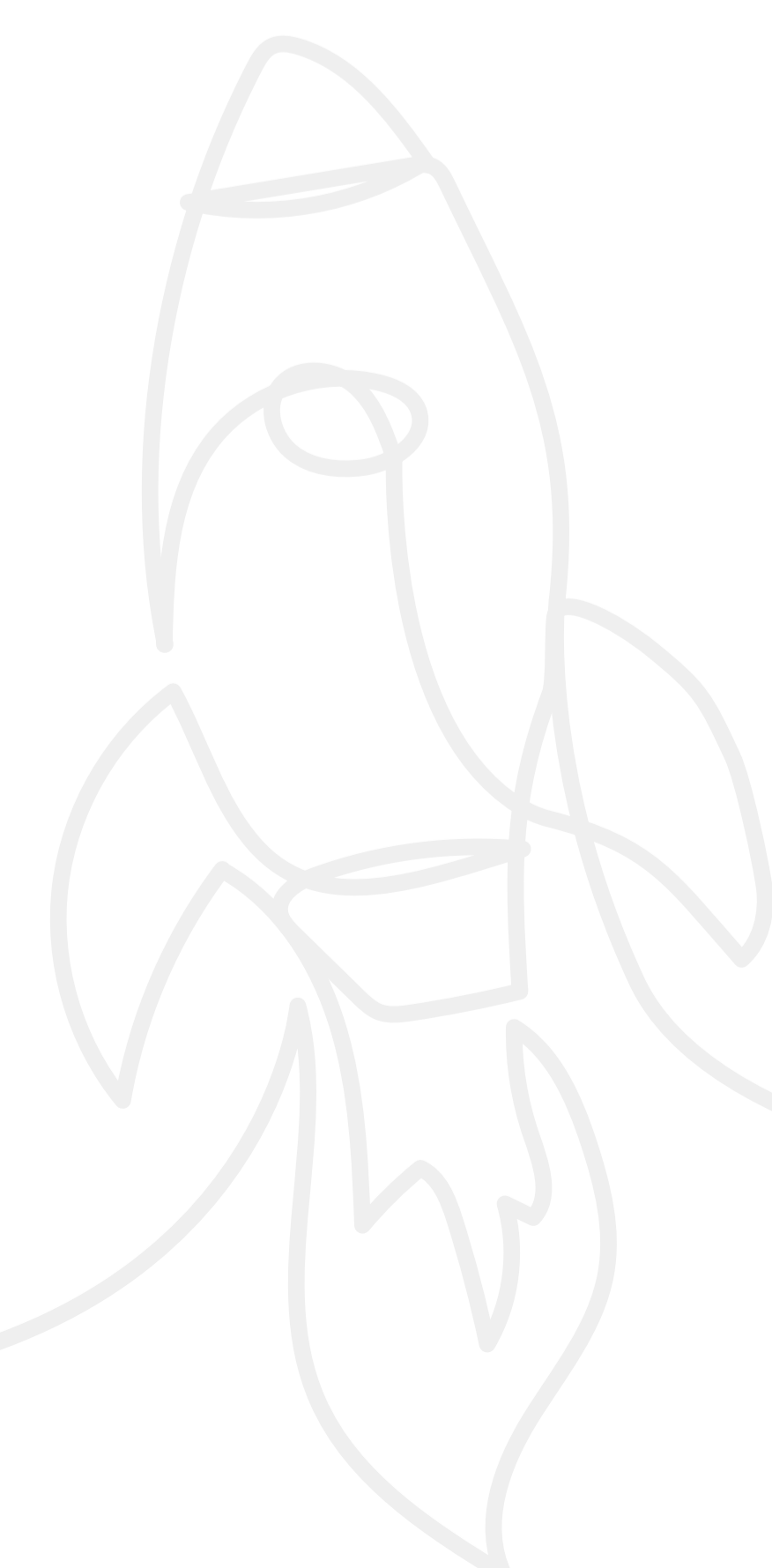
# Scale as a Project

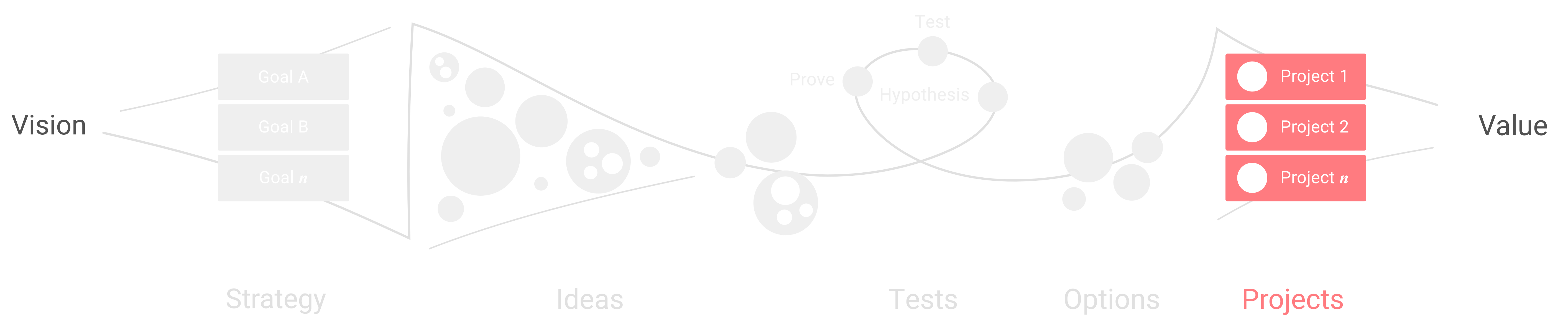
Once you have proven an innovation concept is worth your investment, you need a robust way to bring it to market and scale.

### Why this is important.

You've spent time and effort getting it to this point, and proved it to be viable. Keep going!

Managing risks, benefits and costs in one place gives visibility to your whole team.





## Steps to Success

### 1. Plan

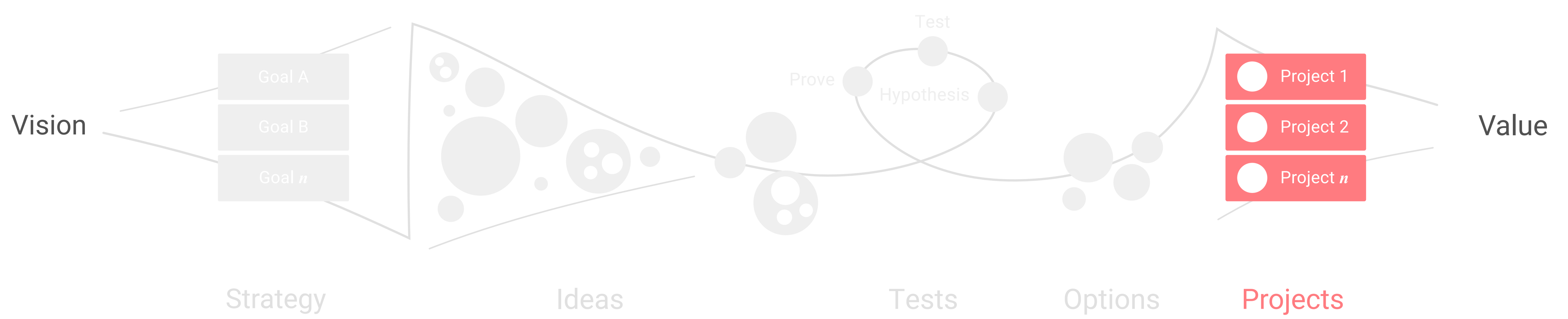
Set up your Project plan, stages and tasks and assign them to your team members. Risks, benefits and costs can and should all be tracked as you progress.

### 2. Execute

Your team have full visibility of the project, and can check off tasks one by one, assign them to colleagues and keep track of any moving milestones, risks etc.

### 3. Assure

Check in with your team at any point and hold stage review meetings to make sure there's still value in proceeding, and have the confidence you're making the right decision.



## Here's what the experts say...

*"I would 100% use Solverboard to manage the whole portfolio. This platform will be a huge time saver as it offers a standardised way to measure and track projects"*

**Paul Bolofo** | Founder at BoVentures

## Get started in Solverboard

**Introduction to Projects**

[Link](#)

**The project lifecycle  
in Solverboard**

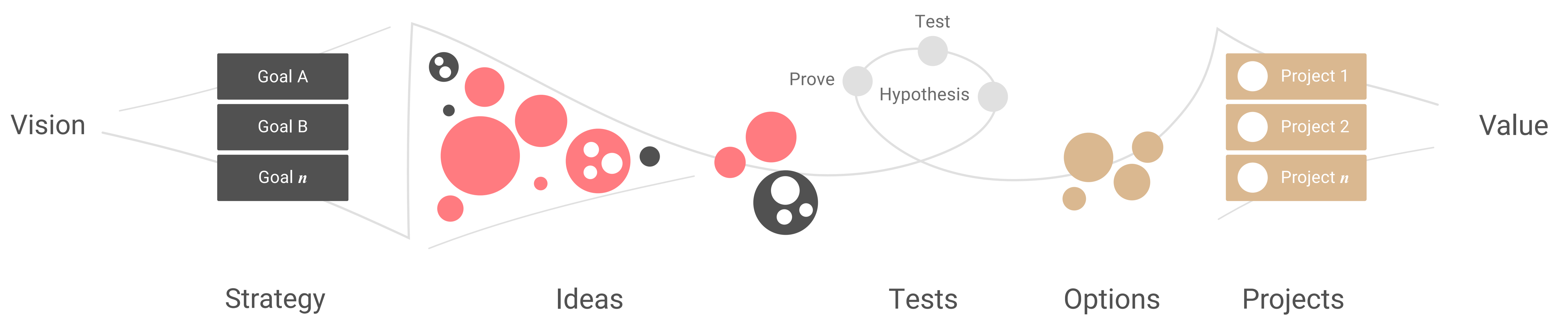
[Link](#)

**Holding a Stage Review**

[Link](#)

**What is the Projectboard?**

[Video](#)



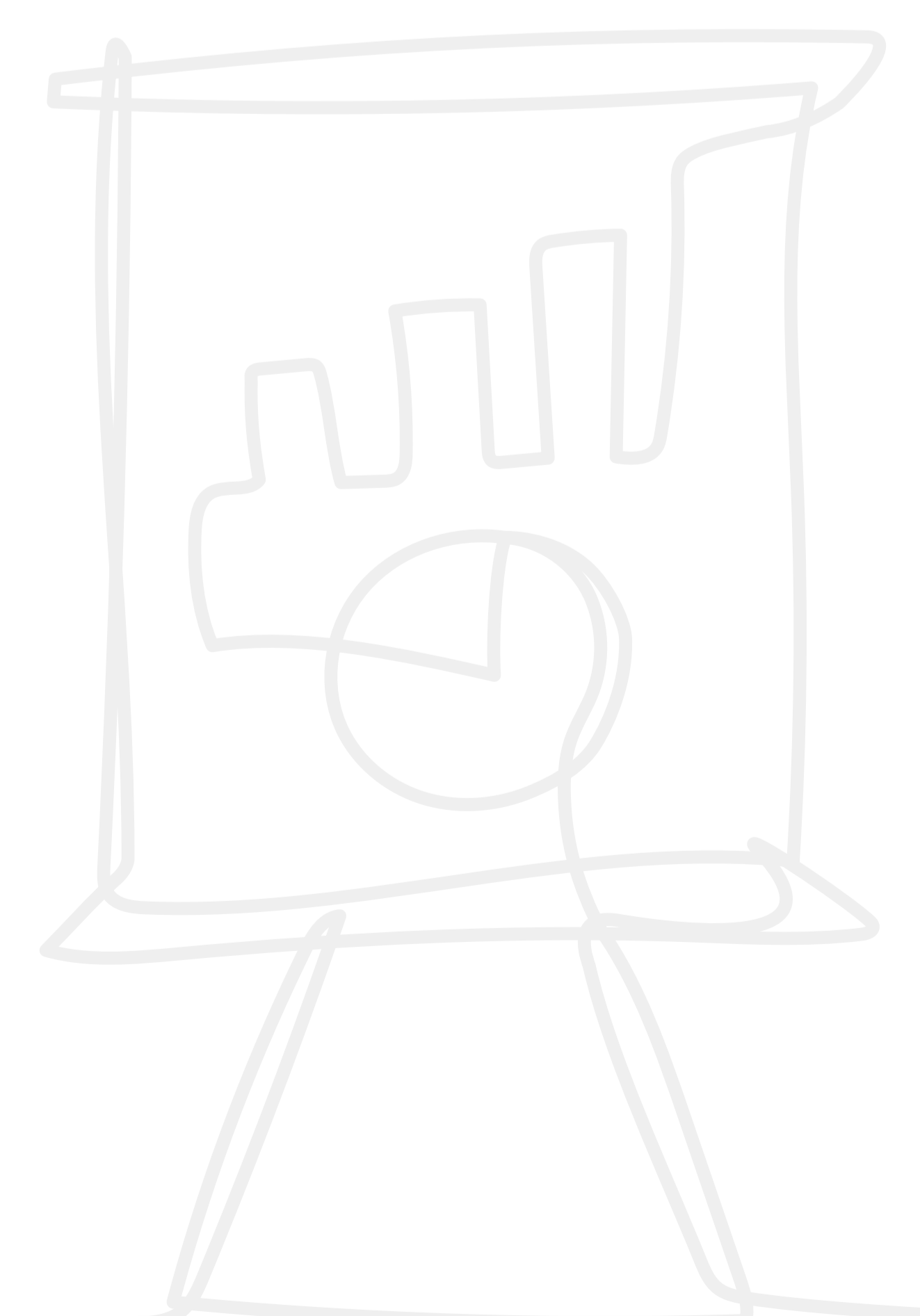
 GAME PLAN 6

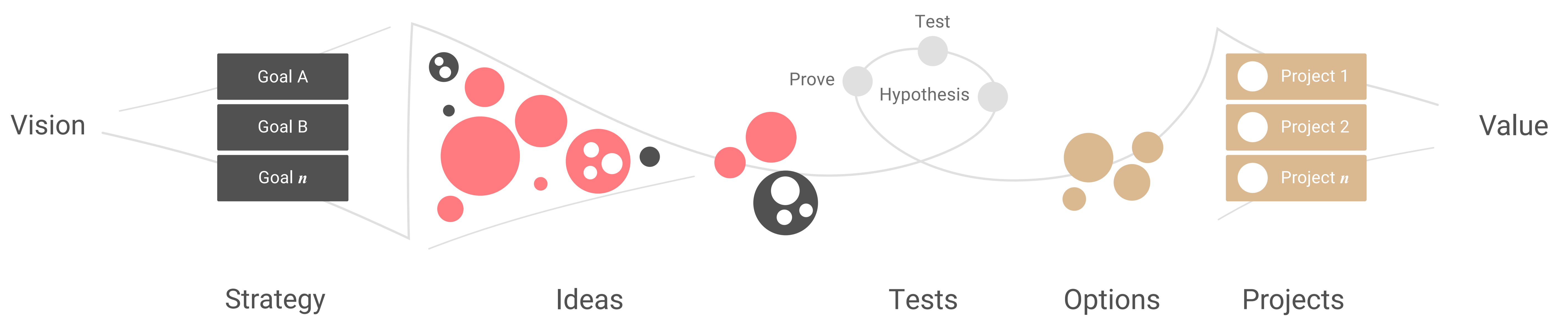
# Mix & measure

If you don't measure as you go, how will you know you've been successful? Solverboard measures every step of the way. Report on financial projections, the types of innovation in your portfolio, how soon you can realise ROI, and more.

## Why this is important.

"Measure what matters" so you can keep doing what works, and stop doing what won't.





## Steps to Success

### 1. Portfolio Mix

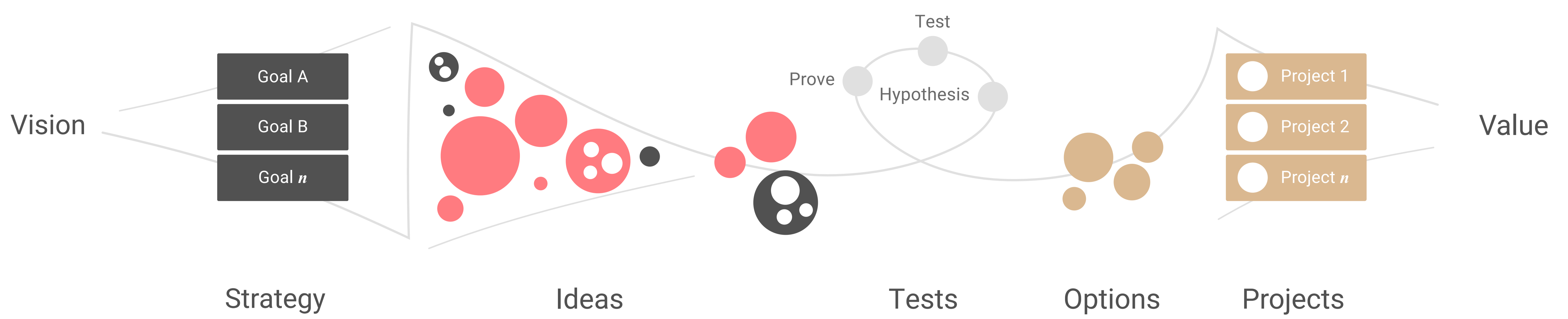
Keep track of your innovation portfolio to make sure you're creating value in multiple business areas while keeping a healthy balance of activity in progress.

### 2. Innovation Performance

Use a combination of traditional and innovation accounting measures to track your projected financials, ROI & NPV, ideation rate, speed of learning etc. to get a broader view of your innovation performance.

### 3. Goal alignment

Measure efficacy of key results from each goal and track which goals have the least or most ideas aligned, allowing you to spot gaps in your portfolio.



## Here's what the experts say...

*"If you look at a portfolio approach – which is a great way of managing risk – the ideas are much closer to the core activities. They are the incremental ideas that are less radical and are more comfortable, and they deliver relatively quickly so they're easier to justify."*

Hannah Keartland | Innovation Consultant

## Get started in Solverboard

**Portfolio Management**

[Link](#)

**Portfolio**

[Link](#)

**What is the Analytics Module?**

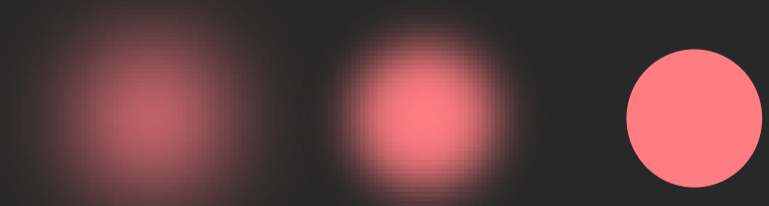
[Video](#)

*“Having Solverboard a few years ago  
would have saved my job.”*

**David Richmond**

Head of Innovation and Consultancy, Inventya.  
Ex-Head of Innovation, RR Donnelley

# Solverboard<sup>•</sup>



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