



Create new product ideas  
to feed your hungry business

## **Bonus Innovation Action Templates**

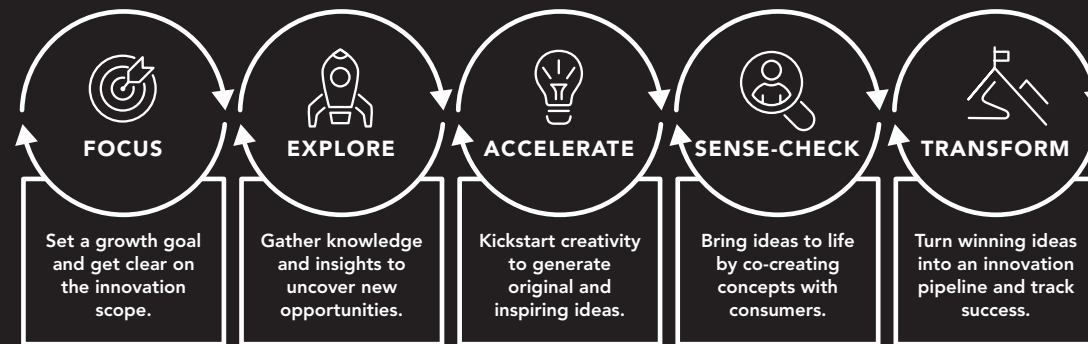
**SUSIE WHITE**

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## THE FIVE-STAGE FEAST FRAMEWORK

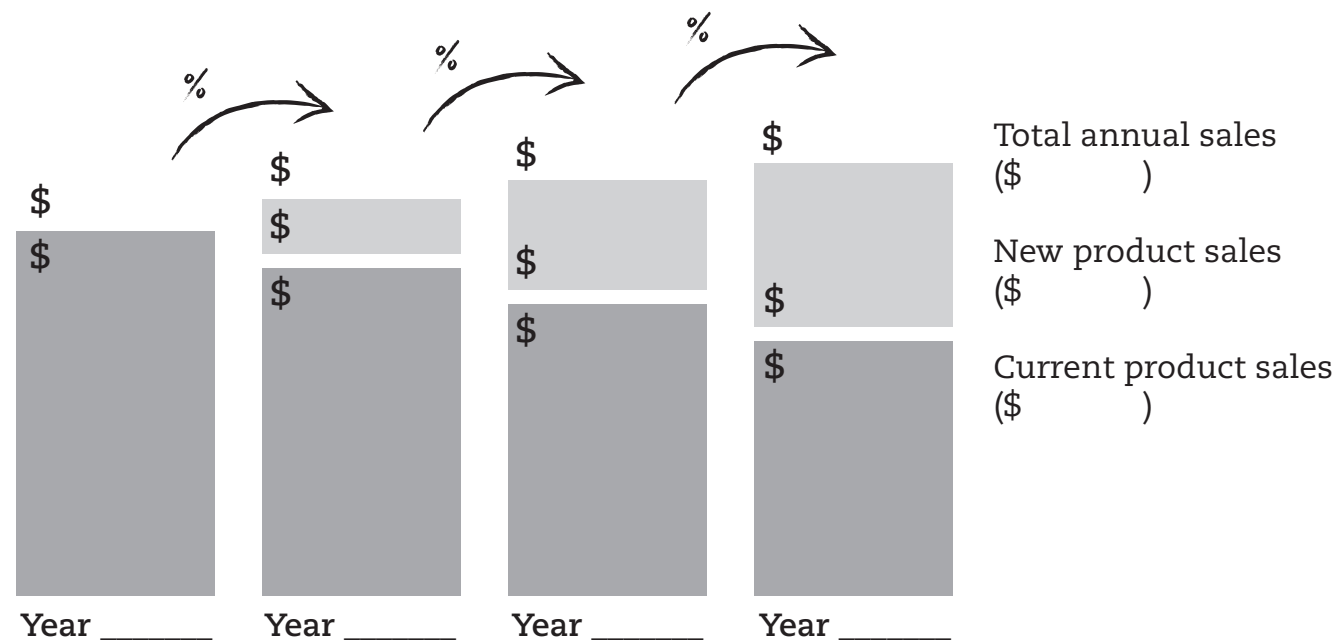


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STAGE 1 – FOCUS

**Product Innovation Growth Goal**

To create a pipeline of new products that will provide sales of \$\_\_\_\_\_ by \_\_\_\_\_.



## STAGE 1 – FOCUS

**Project Scope: What's in the Pot**

*In*

*Out*

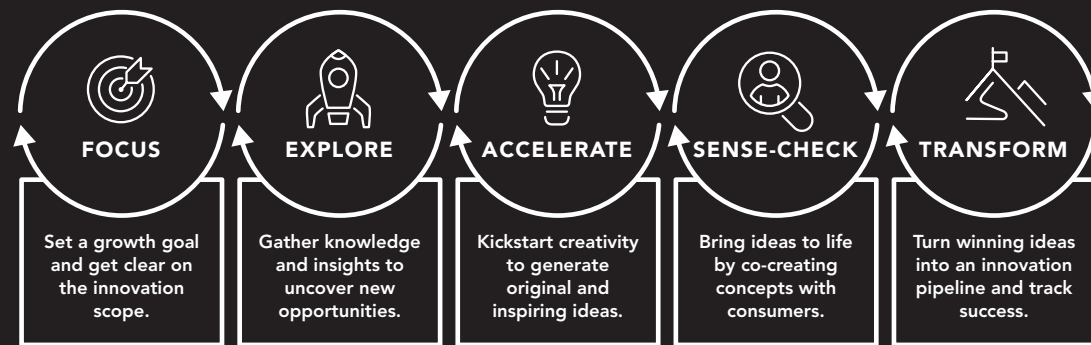


**STAGE 1 – FOCUS**

**Innovation Ingredient List**

Name:	
Innovation Challenge:	
Who:	Why:
When:	What:
Win:	

## THE FIVE-STAGE FEAST FRAMEWORK



*you are here*

STAGE 2 – EXPLORE

Knowledge Hunt Summary

	What we know	What we don't know
Consumer		
Category		
Capability		

STAGE 2 – EXPLORE

Insight Capture Map

Say

Think

Do

Feel



## STAGE 2 – EXPLORE

### Day in the Life Map



Do

A large, empty rectangular box for writing or drawing, corresponding to the 'Do' section.




Say

A large, empty rectangular box for writing or drawing, corresponding to the 'Say' section.



Think

A large, empty rectangular box for writing or drawing, corresponding to the 'Think' section.



Feel

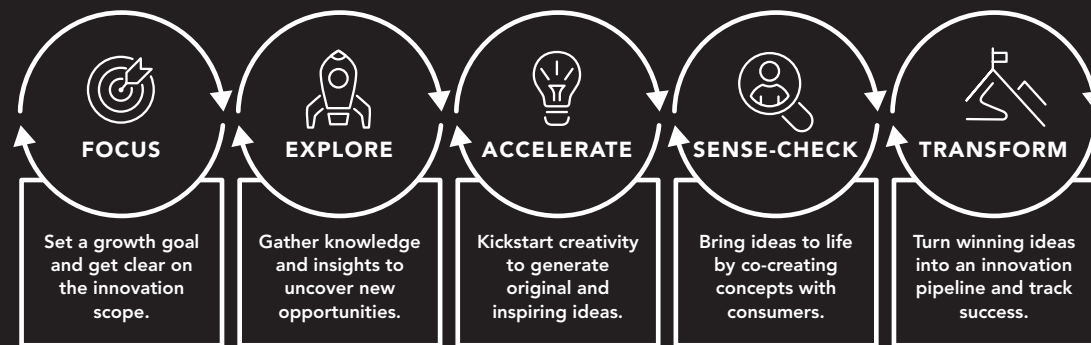
A large, empty rectangular box for writing or drawing, corresponding to the 'Feel' section.

**STAGE 2 – EXPLORE**

**Opportunity Springboard**

Innovation Opportunity	Why:	
	Who:	When & where:
	What:	

## THE FIVE-STAGE FEAST FRAMEWORK



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*you are here*

## STAGE 3 – ACCELERATE

### Product Idea

Idea name:

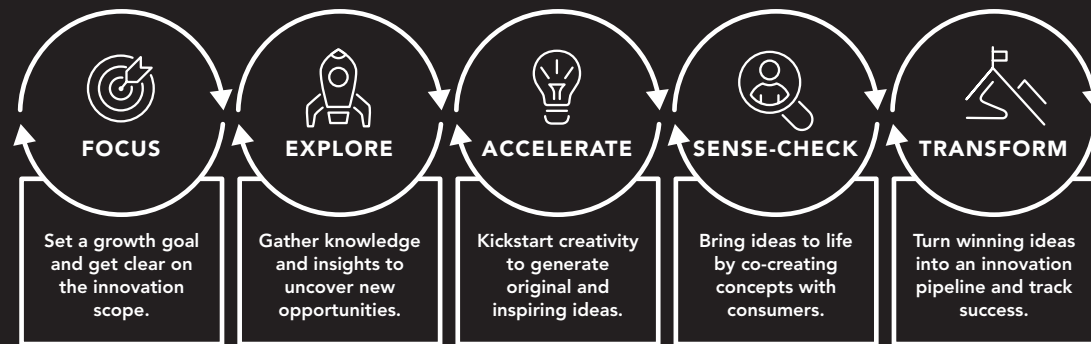
What is it?

What makes this exciting?

Who is it for?

What does it look like?

## THE FIVE-STAGE FEAST FRAMEWORK



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*you are here*

## STAGE 4 – SENSE-CHECK

### What's Hot and What's Not: Idea Feedback



These bits were awesome...

This part needs more work...



I just didn't get it...

What if it could be more...



## STAGE 4 – SENSE-CHECK

### Idea Preference Ranking



No thanks...



It's just OK...



Love it...

STAGE 4 – SENSE-CHECK

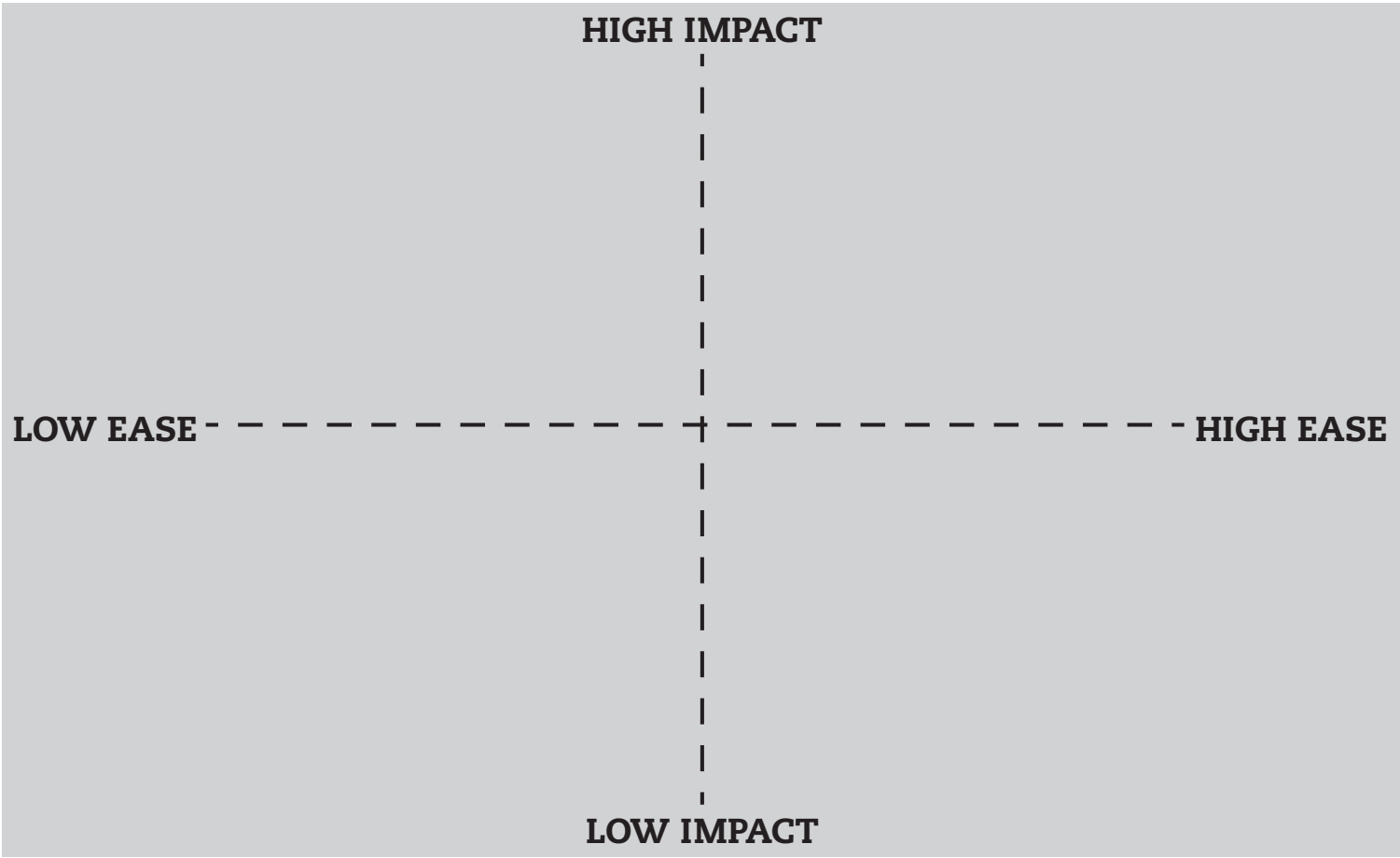
ICE Scorecard

Product Idea	Impact	Confidence	Ease	Average score

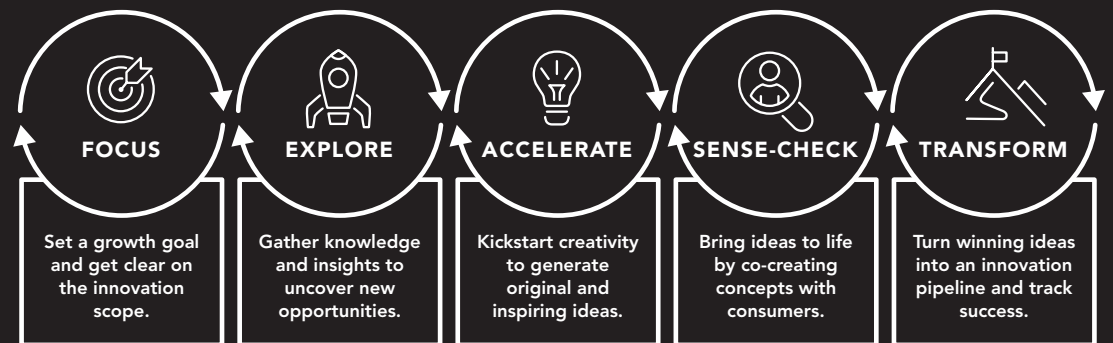


**STAGE 4 – SENSE-CHECK**

**2 x 2 Review Matrix: Ease & Impact**

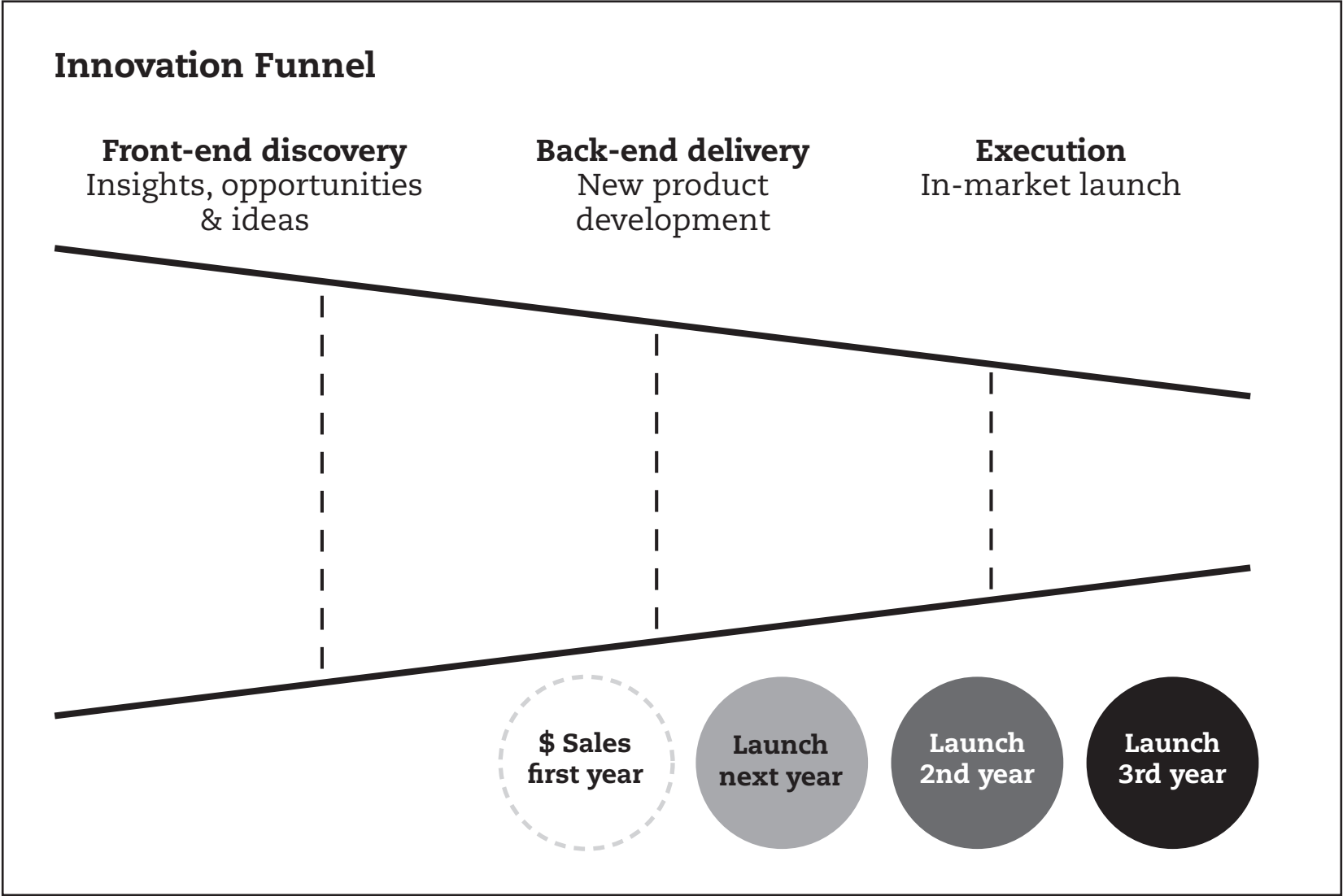


## THE FIVE-STAGE FEAST FRAMEWORK



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*you are here*

STAGE 5 – TRANSFORM



STAGE 5 – TRANSFORM

Innovation Plan on a Page

	Year:				Year:		Year:
Innovation Type							
Transformational							
Adjacent							
Core							

## STAGE 5 – TRANSFORM

# Innovation Project Tracker

[illegible]