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WHITEPAPER

Best Practices to consider when designing an Innovation Series

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SUBJECT : ***Best Practices to consider when designing an innovative customer centric experience***

In this paper we review best practices surrounding the innovation building processes using the customer experience

Best Practices dictates a framework to be followed in the design process of any workflow. Innovation is no exception. Therefore, a solid building cycle which builds one upon the other to move innovation from an idea to business case, to pilot, and then to full scale implementation.

There are four cycles in the evolution of the design process, so let's review these be for moving on to the framework. The first cycle is brainstorming, without limits. Ideal outcomes if you will, as if to wave a magic wand going beyond the customary thinking within boundaries. Categorize these ideas in a checklist. This is where you are going.

The second step or cycle action is to envision the possible as exists today, this is the starting point in your gap analysis process. Check off any items that are in place currently, and for the items that qualify for "partial" completeness, classify them in the "execution " list, as there is work to do here.

Third step is creating your roadmap of how you are going to get there. Next take the list and cycle through the process as you validate, verify hunches, gut feels, educated guesses, and assumptions and then check them off on your gap analysis as in-place items.

The fourth cycle objective is to iterate, while learning, moving from idea to creation of an execution plan focusing on the elimination of obstacles. This I might warn you is the most difficult part. Imaging for a moment the obstacles that Edison had in front of him in innovating the Electric light bulb. Yes the list of materials for elements, chamber gases, electric currents, even design unknowns were in front of him. Perseverance is the key ingredient to success in this cycle.

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Best Practices are principle based as well, and this paper is about customer focused experience, therefore let's uncover principles that can be applied for this topic.

Best Practice 1) Identify the actors: customers who are they and what are their functional and emotional needs?

Best Practice 2) Define a value equation, how is customer value established and measured?

Best Practice 3 Establishing an engagement strategy of how, when and where do they go the fulfill their needs?

Best Practice 4) Then the hardest part, identifying what is keeping customers from meeting their needs as you overcome the obstacles to change.

Innovation is a necessity in today's fast changing business landscape, we at Pilothouse Advisors stand ready to assist you in any way possible with your endeavor implementing innovation.

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