

The '21 Tenets' of Excellent Innovation

Consumer Insight

1. Begin with a real consumer insight
2. Consider the entire consumer experience, end-to-end
3. Shape your concepts by meeting needs and eliminating frustrations
4. Identify your core target market. What makes critical mass? Can you reach them?
5. Communicate the benefits consistently across all media channels

Product Evolution

6. Step outside of your industry norms and conventions
7. Consider your total offer: product + accessories + services + distribution channel
8. Avoid judgement early on – even good ideas seem foolish at first glance
9. Select the 'turning-point' when all effort will converge on your final offer
10. Re-define your market space, re-conceive your offer, re-design your distribution
11. Weigh-up your 'day one' offer against your fully-fledged offering

Business Architecture

12. Does the business make money? How? How much?
13. Who will you partner with to make this happen? What about gatekeepers?
14. Does your business model deliver 'price performance' for consumers?
15. Determine whether to own, influence or outsource each key strategic asset
16. 'Socialise' your concept with interested parties and incorporate their 'builds'

Channel Momentum

17. Derive a commercial plan for reaching a critical mass of consumers
18. Identify and leverage your networks, experts and ambassadors
19. Engage the shared commitment of your channel partners
20. Use PR to build your brand-name and, only later, advertising to protect it
21. Harvest the 'momentum' that you have built-in to your innovative offering

suitable topics for workshop sessions



The Griffon Guide to Excellent Innovation

- New Products
- New Business Models
- New Distribution Channels

How to keep it simple, creative and effective



Overview of the Stingray model

