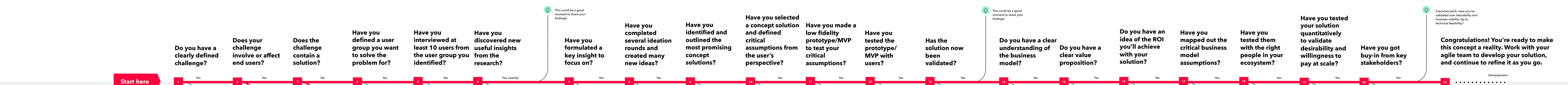
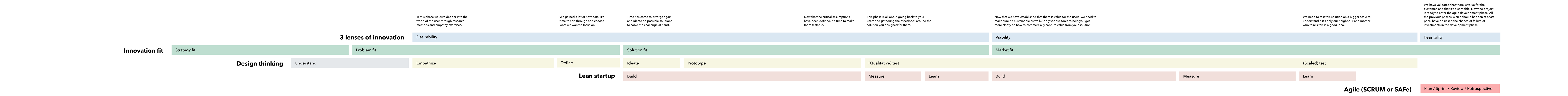


# Innovation A to Z



- ### Who
- We've identified 12 archetypes of innovators within the corporate context. It highlights that each phase requires a different set of skills and mindset thus encouraging different archetypes of innovators to step up and lead the team.
- ST Strategist** The one who defines the vision & aligns it with the capabilities of the organization.
  - DE Designer** The one who generates ideas & defines opportunities.
  - EX Experimenter** The one who validates the most critical assumptions via prototyping & testing.
  - SC Scoping canvas** Fill out the scoping canvas to map out what you already know versus what you're curious to find out more about. It's a tool to align and get team members onboard.
  - CA Catalyst** The one who makes sure there is internal support & the platform to launch the first pilot.
  - EN Entrepreneur** The one who brings people together to bring a concept to market.
  - MA Marketeer** The one who can connect & inspire a relevant client base.
  - BU Builder** The one who develops the first solutions.
  - AN Anthropologist** The one who observes human needs & behaviour to translate into insights.
  - AL Analyst** The one who can prioritize the most valuable problems to solve.

### What

**Tool** A concrete instrument you can use to find answers to the relevant questions of innovation.

**Tip** Additional tips & tricks.

**2.1 Is it a digital challenge?**  
 No, it's a technological issue, not involving users.  
 No, only physical.  
 Yes, you might want to get another set of eyes on this and get technicians & engineers involved.  
 Hurrah! You can jump to step 21: you can apply an Agile approach to solving your digital challenge.

**3.1 Have you validated the underlying problem?**  
 No, we suggest you to keep moving through this checklist and validate the problem first.  
 Yes, Hurrah! You can jump to step 10 and progress with solution validation.

**4.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**5.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**6.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**7.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**8.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**9.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**10.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**11.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**12.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**13.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**14.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**15.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**16.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**17.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**18.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**19.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**20.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.

**21.1 Have you validated the underlying problem?**  
 No, you might want to consider conducting more user research.  
 No, I can't choose!  
 No, let the ideation begin!  
 Consider a co-creation session with your users.  
 No, consider hiring a digital prototyper if needed.