

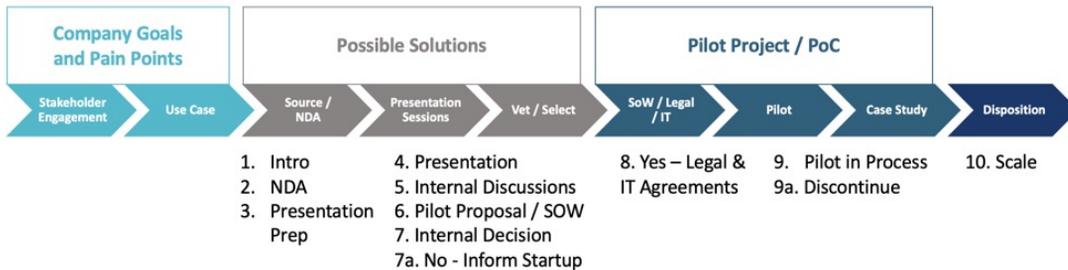
# Innovation Playbook Sample

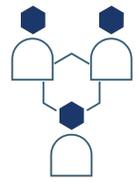
## Stakeholder Engagement to Produce Effective Business Problem Statements

### Stakeholders Influence Innovation Focus

If you are just launching a new External Innovation program or you have a more mature program that has been running for several years, engaging stakeholders to realize their business problems is an important first step in your innovation strategy. Organizational stakeholders understand the specific details of their situations within the business and can provide clear guidance on challenges and where they are seeking solutions. You consult stakeholders to surface new and emerging ventures of relevance to the business. When you have a method to explore this effectively within your organization you are able to have a steady stream of use cases to engage in and pursue.

#### External Innovation – Startup Engagement Process



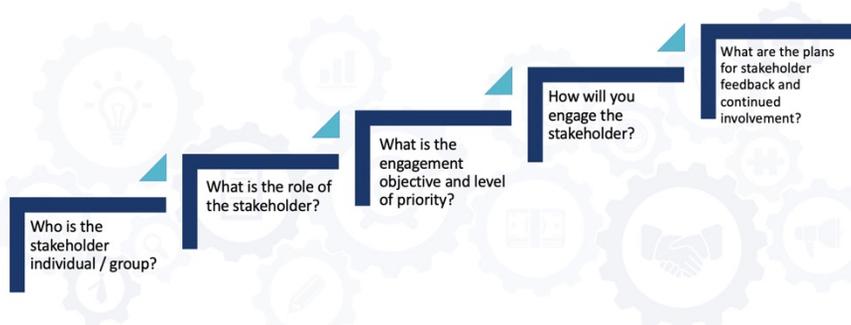


## Qualify the Business Need

A good practice when initially engaging stakeholders is to qualify that they have a clear business problem where they are seeking solutions. This qualification process can be a simple interview with the stakeholders to go through a set of questions to understand their needs, opportunities, if they have a budget and clear timeline to execute a pilot. This process can help determine if the Innovation team should engage further with a stakeholder to create an action plan to move through the innovation process.

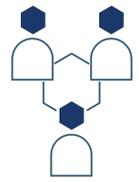
### Leadership Stakeholder Engagement – Key Questions

Leadership Team | SMEs | Other Key Business Stakeholders



There are times where you have an engaged stakeholder who wants to participate in the innovation process, as they realize opportunities through reading the market landscape and understanding the need to stay competitive. They appreciate that in order to maintain a leadership position in their industry they have to continue to explore and innovate within their organization. Yet they may not know how to define a clear business problem within a specific domain area. In these situations, Innovation teams need to work with stakeholders to help them outline a business problem statement that addresses the solution they are looking to explore.

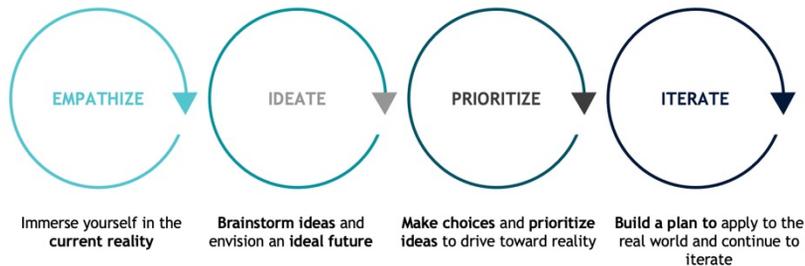




## Design Thinking to Sharpen Solution Space

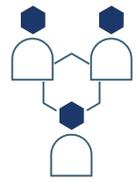
One way the Innovation team can partner with a stakeholder to help define a clear business problem statement is through engaging in a Design Thinking exercise. The Design Thinking process helps teams immerse themselves in the current reality of their situation, brainstorm and prioritize new ideas and ultimately build a plan to apply the key solution to the real world. Building the plan is an important and final step in the Design Thinking process as it clearly defines the business problem statement and provides a distinct roadmap to produce outcomes.

*Design Thinking is a creative problem-solving methodology that instills the full spectrum of innovation activities through a human-centered design ethos.*





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## **Summary: Accomplish Stakeholder Objectives**

Relationship building with organizational stakeholders is a key element in the use case knowledge exploration process. An Innovation team that is able to build effective relationships and produce complete business problem statements are on their way to creating accomplishments through successfully launching pilots within the organization.

## **About N<sup>3</sup> Innovation**

N<sup>3</sup> Innovation's mission is to help corporate clients create measurable enterprise value by inventing the future. Clients have generated millions of dollars of revenue in new markets, with new products and new technologies.

**Schedule a 30-minute call for an assessment of your External Innovation Program and to learn more about how to effectively engage stakeholders within your organization to produce outcomes.**

**Contact us today [info@n3innovation.com](mailto:info@n3innovation.com)**

