Welcome

EUREKA!RANCH®

Our Mission

To Change the World though Systems that Enable Everyone to THINK Smarter, Faster & more Innovatively.

EUREKA!RANCH

35+ Years of Experience in a Wide Range of Industries

Adult Body Cleansers
Adult Candy
Adult Education Services
Adult Skin Care
Advertising
Air Filters

REGULATED

SYSTEMS FOR WORKING SMARTER

B2B

CONSUMER

RETAIL

SERVICES

PRODUCTS

NONPROFITS

Boats and Boat Retailing
Bottled Coffee & Teas
Boxed Chocolates
Branding
Burial Caskets
Business Communications
Business Insurance
Business Research Services
Butters and Spreads
Canister Snacks

Candies & Confectionary
Car Care Products
Carbonated

Engine Oil Additive
Engineering
Enrollment Program
Entrepreneurs
Expandable Foam
Eye Care
Eyeglasses
Fabric Treatment
Facial Cleansers

Gov't. Budgeting

Gardening Products
Gourmet Breads
Gourmet Coffee

Electric Utility Services
Electronics

Library Science
Life Insurance
Locks/Security Systems
Long Distance Phone
Ice Cream and Deserts

Services
Lunch Meats
Management

Online Security Systems
Paper & Pulp Processing
Paper Cups, Plates
Pay Phones/Systems
Peanuts and Peanut Butter
Personal Grooming
Pest Control
Pet Foods
Pharmaceuticals
Photographic Equipment
Pickles
Playground Equipment
Pork Products
Q-Z listed on EurekaRanch.com

3

EUREKA!RANCH®

EUREKA! INVENTING

Patentable Breakthroughs

Jump Start Your Brain®
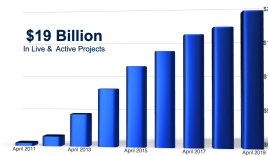
Innovation Curriculum Tools & Training

We Walk the Talk…
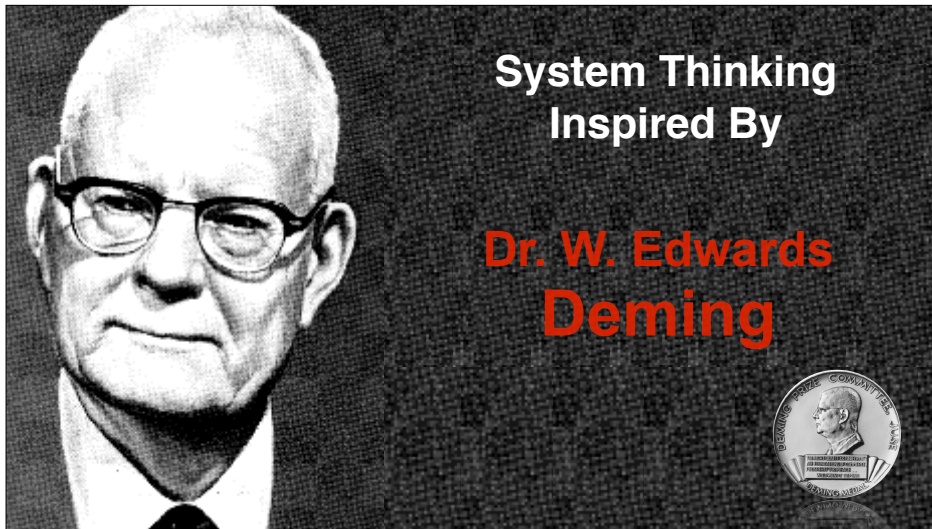
#1 Rated Craft Whiskey Products in the USA*

Returning Bourbon to its Roots
Of the People. By the People. For the People.

* Based on Ultimate Spirits Competition 2020

Jump Start Your Brain®

Our Specialty is
System Driven Innovation

INNOVATION ENGINEERING®

$19 Billion
In Live & Active Projects

Powered by 6 Academic Courses & The World's Largest Active Innovation Database

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System Thinking Inspired By

Dr. W. Edwards Deming

94% of failures are due to the **SYSTEM**
6% are due to the **WORKER**

Slide 1:

IF / THEN - Thinking Adventure
ADDRESSING NEW CUSTOMER FEAR

IF we knew that new **customer fear of change** would remain

THEN how should we change our offerings and messaging

The "IF" is a GIVEN… for this ADVENTURE

Slide 2:

IF / THEN - Thinking Adventure
ADDRESSING NEW CUSTOMER FEAR

AGENDA

• **LEARN**: 30 Minutes - Systems for CREATING Ideas

• **APPLY**: 10 Minutes - SPARK DECK to Ignite Ideas & Learning

        30 Minutes - Idea Generation on the Adventure

• **LEARN**: 15 Minutes - Systems for ACCELERATING Ideas

• **APPLY**: 20 Minutes - Begin Action Plans

• **LEARN**: 15 Minutes - Share Learnings & Insights

Slide 3:

System For
ALIGNMENT
On Innovation Mission

Slide 4:

RIGHT NOW - What is the biggest problem in your work staring at you each day?

No Alignment on Priorities
Growth vs. Cost, Too Many, No Choices

POOR Systems
No System - Unclear Roles, Expectations, Methods

Lack of Cooperation
Internal Silos, Supply Chain & Customer Cooperation

Decision Making
Team / Management Won't Make or Make Bad Ones

Technical Problems
Team / Management Won't Make or Make Bad Ones

Need New Product

Employees Unmotivated

0% 5% 10% 15% 20% 25% 30% 35%

Innovation Pipeline
The simple way to drive alignment.

VIO
Very Important Opportunities
For Growth

VIS
Very Important Systems
For How We Work

STRATEGIC ALIGNMENT

Alignment System Based on the Military's REPLACEMENT for "Command and Control"

Commander's Intent: A clear and concise expression of the purpose of the operation and the desired end state that supports mission command, provides focus to the staff, and helps subordinate and supporting commanders act to achieve the commander's desired result without further order, even when the operation does not unfold as planned.

In the absence of further orders you would know what to do….

LEADERSHIP Defines

WHAT we need

& WHY we need it

EMPLOYEES invent

HOW to solve

What is VERY Important

- **Narrative** (*motivates employees*)
- **Strategic Mission** (*real & clear vision*)
- **Strategic Exclusions** (*what not doing*)
- **Tactical Constraints** (*reality check*)
- **Exploration Areas** (*where to start*)

SYSTEM for Strategic ALIGNMENT

Name — Suggestive of Mission

NARRATIVE **WHY** Doing This is VERY IMPORTANT

BLUE CARD Drives INNOVATIONS

Mission — ONE THING

Strategic Exclusions

TACTICAL Constraints

Short term PROJECT or TECH ROAD MAP

System For
IDENTIFYING
Big Ideas

Meaningfully Unique

Slide 1

Meaningfully   **Unique**

Meaningfully	Unique
Meaning	Novel
Purpose	Unusual
Value	Provocative
Significance	Unexpected

Slide 2

A Product or Service is Meaningfully Unique when…

Customers are willing to pay <u>more money</u> for it.

Slide 3

THE PROBLEM

If you're not

**Meaningfully
Unique**

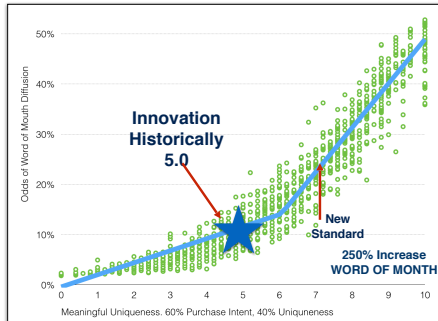you better be CHEAP.

Slide 4

Innovation offers the highest Return on Investment

Profit Margin %

| 15 |
| 13 |
| 11 |
| 8 |
| 6 |

Low Cost | Quick Delivery | Voice of Customer | High Quality | Innovation

Self Reported Company Strategy

Slide 1 (top-left)

INNOVATION ENGINEERING®

VALIDATED
Metric

EUREKA!RANCH®

Validated by Top Corporations Over 26,000 Tests

Nike · Coca-Cola · Disney · hp invent · Ford · American Express

7X Smarter Than Humans

Humans — 70% Wrong
Rapid Test — 10% Wrong

% Wrong

Marketplace Success vs Predicted Success

	Actual Success Rate	Merwyn Probability (error)
Average for lowest 225 ideas	23%	22% (-1)
Average for next 225 ideas	29%	30% (+1)
Average for next 225 ideas	36%	37% (+1)
Average for highest 225 ideas	47%	45% (-2)

Slide 2 (top-right)

MEANINGFUL UNIQUENESS
Grows sales from BOTH - NEW & EXISTING Customers

192%
19%
Grows NEW Customers
% Trial

Average Company Not Using Innovation Engineering (IE) = 0%
% Improvement with IE's "CORE" "Meaningful Uniqueness" Standards
% Improvement with IE's "LEAP" "Meaningful Uniqueness" Standards

SOURCE: Data from Journal of Consumer Marketing article "The real-time response survey in new product research: it's about time," by Lynn Kahle, Univ of Oregon, Doug Hall, and Mike Kosinski of AcuPOLL.

Slide 3 (bottom-left)

MEANINGFUL UNIQUENESS
Grows sales from BOTH - NEW & EXISTING Customers

192% · 19% · Grows NEW Customers · % Trial
200% · 120% · Grows EXISTING Customers · % Repeat

Average Company Not Using Innovation Engineering (IE) = 0%
% Improvement with IE's "CORE" "Meaningful Uniqueness" Standards
% Improvement with IE's "LEAP" "Meaningful Uniqueness" Standards

SOURCE: Data from Journal of Consumer Marketing article "The real-time response survey in new product research: it's about time," by Lynn Kahle, Univ of Oregon, Doug Hall, and Mike Kosinski of AcuPOLL.

Slide 4 (bottom-right)

INNOVATION ENGINEERING®

How we quantify Meaningful Uniqueness

Meaningfully   **Unique**

Purchase Intent   **New & Different**

0 to 10 Scale   0 to 10 Scale

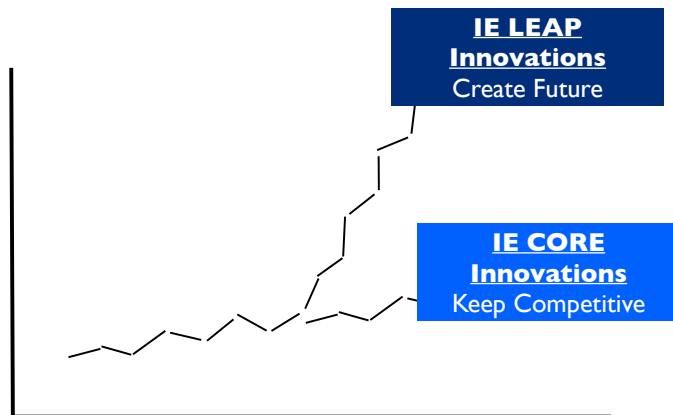Weight 60%   +   Weight 40%

Meaningful Uniqueness Grows WORD of MOUTH

Innovation Historically 5.0

New Standard

250% Increase WORD OF MONTH

Meaningful Uniqueness. 60% Purchase Intent, 40% Uniqueness

Meaningful to THREE

1. Customer

2. Company

3. To YOU
   Intrinsic Motivation

MAKE TIME FOR WHAT MATTERS

Definitions

Two **Levels** of Innovations

IE LEAP Innovations Create Future

IE CORE Innovations Keep Competitive

A Balanced Investment Portfolio =

85% **CORE** "blue chip" investments

15% **LEAP** "venture" investments

Note: 50% of profits can be from LEAP

System For CREATING Big Ideas

The Data Says…

INNOVATION ENGINEERING

$$MU = \frac{S^D}{F}$$

Diversity of thinking

$$\text{Meaningfully Unique Ideas} = \frac{\text{Explore Stimulus}}{\text{Drive Out Fear}}$$

LEARNING CULTURE

CULTURE of COLLABORATION

Diversity of thinking

$$\text{Meaningfully Unique ideas} = \frac{\text{Stimulus Mining}}{\text{Drive Out Fear}}$$

CULTURE of EXPERIMENTATION

WISDOM Mining · PATENT Mining · MARKET Mining · INSIGHT Mining · FUTURE Mining · UNRELATED Mining
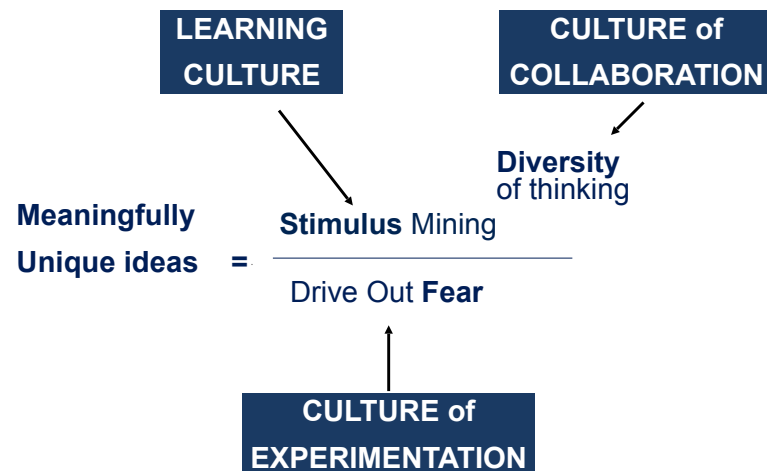
Collaboration Cafe
The easy way to multiply your innovation capacity

Inside & Outside Company

Diversity of thinking

$$\text{Meaningfully Unique ideas} = \frac{\text{Stimulus Mining}}{\text{Drive Out Fear}}$$

PLAN · DO · STUDY · ACT · PDCSA

Rapid Cycles of Learning

MERLYN Rapid Research

im · id · ic · is · tb · tt · rt

Fast & Cheap Quantitative Research

Exploring Stimulus

$$MU = \frac{S^D}{F}$$

$$MU = \frac{S^D}{F}$$

Meaningfully Unique ideas $=$ $\dfrac{\text{Stimulus Mining} \quad \text{Diversity of thinking}}{\text{Dissolve Fear}}$

Value of Stimulus

Stimulus Feeds The Brain

Stimulus Available	# of practical ideas invented
Low Stimulus	22
Medium Stimulus	38
High Stimulus	47

Traditional Model

Individual Brainstorming ~~draining~~

Before

After

Suck Method

Uses Your Brain Like A LIBRARY

COMPUTER

Stimulus sets off a CHAIN Reaction!

Where To Go On Vacation?
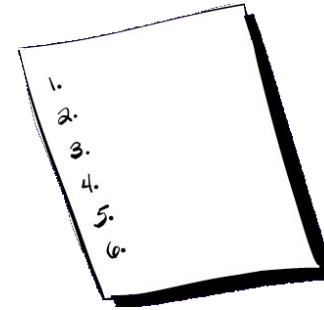
Where To Go On Vacation?

At Their Most Basic
IDEAS
are Feats of Association

Slide 1

Stimulus 1 + 1 = 3

Slide 2

Stimulus Response Is Similar To How The Brain Works

- We all have about 200 Million Neurons
- Stress Kills Brain Cells
- Difference in brain power is the # of Synapses
  - Connections between the brain cells

Slide 3

INNOVATION ENGINEERING®
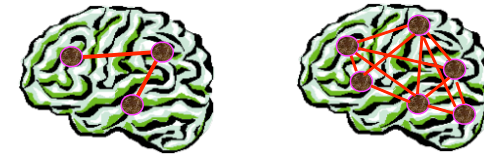
We CREATE by...
Exploring Stimulus
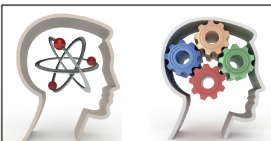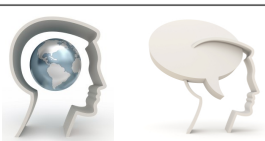
| WISDOM Mining | PATENT Mining | MARKET Mining | INSIGHT Mining | FUTURE Mining | UNRELATED Mining |

Tech Mining   Classic Mining   Stretch Mining

Slide 4

Three Levels of Mining

Problem as Stated
- The "Surface" challenge

1. **EXPLORING**
   - Reporting of Facts & Opinions

2. **EXPERIENCING**
   - Immersive Understanding of Science & Art

3. **EXPERIMENTING**
   - Creating "What if" Hypotheses
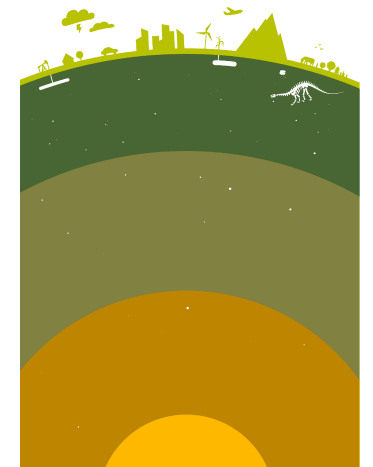
Slide 1: The Power of PATENTS

The Power of PATENTS

Bar chart:
- Insight & Market Mining
- PATENT Mining WISDOM Mining — **5X More Effective**

Axis: 0, 1.5, 3, 4.5, 6
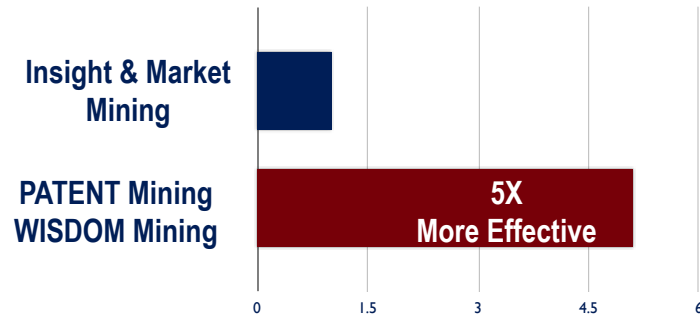
Slide 2: Leveraging Diversity

Leveraging Diversity

$$MU = \frac{S^D}{F}$$

Slide 3

$$MU = \frac{S^D}{F}$$

Diversify Thinking

$$\text{Meaningfully Unique ideas} = \frac{\text{Stimulus Mining}}{\text{Drive out } \textbf{Fear}}$$

Slide 4: Diversifying Thinking

Diversifying Thinking

Diversity multiplies the impact of stimulus.

Diversity of Thinking	# of practical ideas invented
Low Diversity	19
Medium Diversity	30
High Diversity	46

Clones Create Clones

What is a rose?

"Beauty"

"Beauty"

"Beauty"
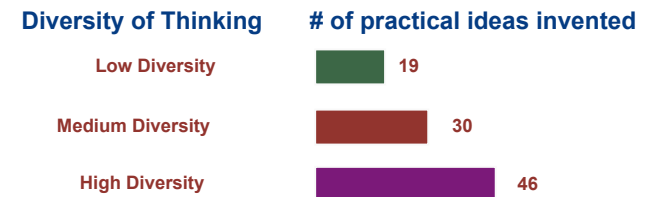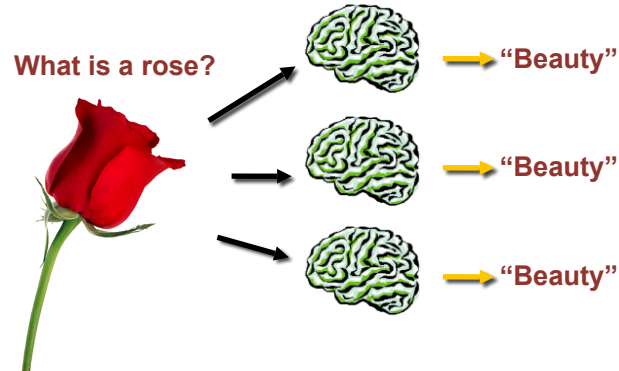
Diversity Multiplies Impact of Stimulus

What is a rose?

"Beauty"

"Vitamin C Tea"

"Rose Water"

"Tango"
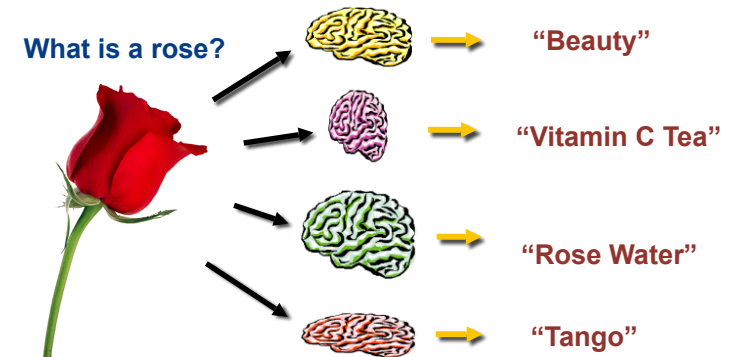
Diversity Means People Who Think DIFFERENTLY than You

Mindset

Backgrounds & Skills

Culture

Maybe Even Who You Disagree With

DIVERSITY is NOT Additive NOT Multiplicative
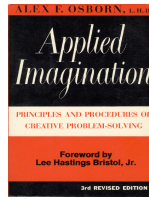## IT'S EXPONENTIAL

$$MU = \frac{S^D}{F}$$

Diversity of thinking

Meaningfully Unique ideas $= \dfrac{\text{Stimulus Mining}}{\text{Drive Out Fear}}$

Brainstorming Principles

1. Deferment of Judgement

2. Quantity Breeds Quality

Brainstorming Principles

1. Deferment of Judgement

Hot Ideas + **COLD Criticism** = **Lukewarm NOTHING**

Brainstorming Principles

2. Quantity Breeds Quality

GREAT IDEAS
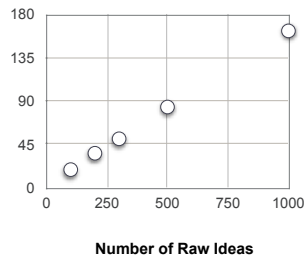
Number of Raw Ideas

Brainstorming Principles

It's a Numbers Game
More Ideas = More Connections

Raw Idea
Raw Idea
Bad Idea
Good Idea
Horrible Idea
Raw Idea

Serve as STIMULUS

2nd Generation Idea
2nd Generation Idea
2nd Generation Idea
2nd Generation Idea

Slide 1

Brainstorming Principles

2. Quantity Breeds Quality

Avg. Growth Rate

4.5%	17.5%	26%
Few Ideas	Some Ideas	Lots of Ideas

(Chart y-axis: 0%, 5%, 10%, 15%, 20%, 25%, 30%)
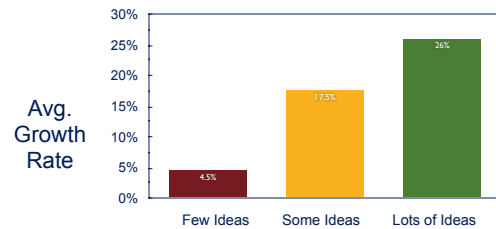
**Organizations with MORE Ideas
4X times faster growth**

Slide 2

1. Deferment of Judgement
2. Quantity breeds quality

Often the later ideas are better

- 2nd half of sessions deliver 78% greater quality
- The ideas are less obvious

- At most only 50% should be useful

Slide 3

SYSTEM for CREATING
WOW Innovations

WISDOM Mining PATENT Mining   MARKET Mining INSIGHT Mining   FUTURE Mining UNRELATED Mining

Spark Decks

Ignite COLLABORATION

1. Disruptive
The Stimulus Makes You Stop & Think

2. Divergent
Prompts encourage options

40+ Validated Techniques

Stimuli → BRAIN OPERATING SYSTEM → EUREKA!

Slide 4

Spark Deck
System
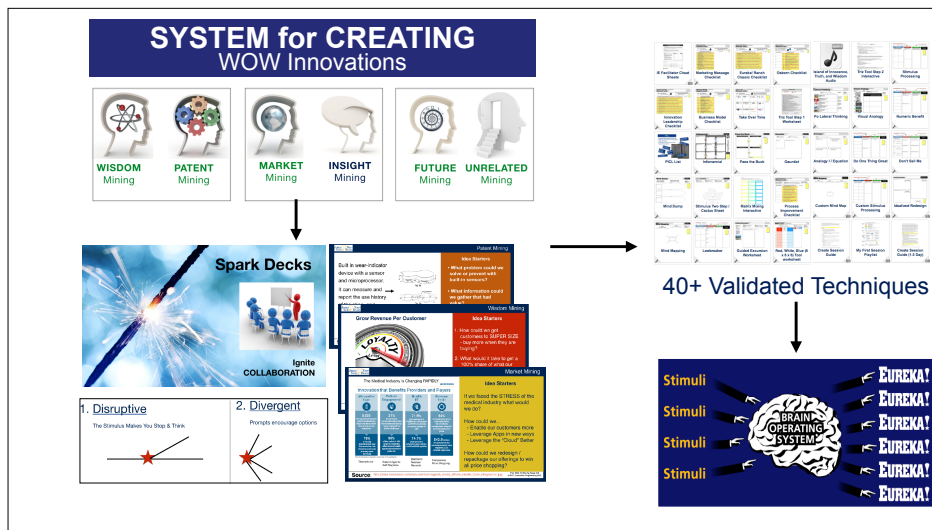
What Makes for Great Stimulus

1. <u>Disruptive</u>
   It makes you stop and think

2. <u>Divergent</u>
   It is open ended

Lateral Thinking / Stimulus Response

GREAT STIMULUS
Disrupts Pattern Recognition

Problem   Stimulus   Solution

New Solution

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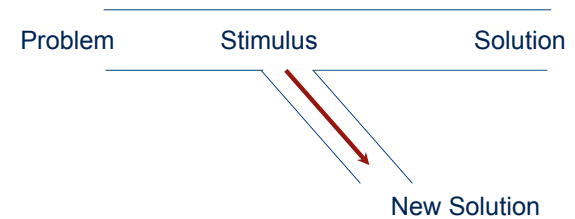
1. <u>Disruptive</u>
   It makes you stop and think

   It's UNEXPECTED News / Facts

   It's CONTRADICTS Normal Thinking

   Calls into question an existing belief or perception

What Makes for Great Stimulus

2. <u>Divergent</u>
   It is open ended

   It has many interpretations.

   When you "shake" it it sparks ideas.

Slide 1

What is a Spark
Something that triggers or inspires a new idea

All sparks must be…

DISRUPTIVE
• Derails normal or traditional thought patterns
• Makes you stop and think
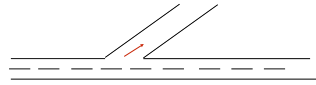
DIVERGENT
• Sets off a chain reaction of ideas
• Opens up the brain to consider new possibilities

Slide 2

TODAY's

CHALLENGE

Slide 3
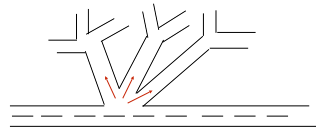
Today's Challenge…

NAME: IF / THEN Customer Fear

NARRATIVE:

• Customers are reluctant to change in "normal" times.

• In a COVID world fear is even greater.

MISSION: We need ideas for….

• IF we assume that fear among new customers will remain

• THEN how should we change - offerings, methods, messaging

BOUNDARIES:

• We can't "debate" customer fear… we have to accept the IF / THEN

• This is a THINKING EXPEDITION

Slide 4

Attitude towards Taking Action on New Ideas
BEFORE COVID
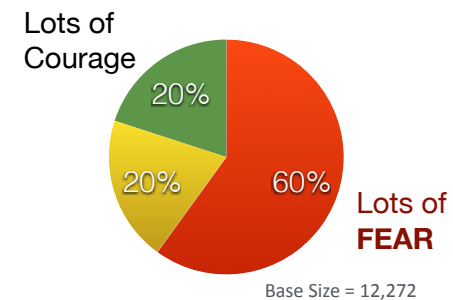
Lots of Courage

20%

20%

60%

Lots of **FEAR**

Base Size = 12,272

Slide 1

FEAR causes SHUT Down

Fear Level	# of practical ideas invented
High Fear	31
Medium Fear	34
Low Fear	42

Slide 2
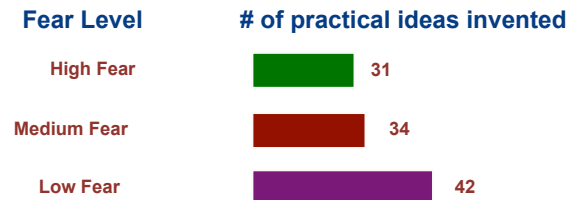
Classic Study - Involves a Coffee Cup

How Much would you PAY for the cup?

$ 3.12

How Much would you SELL your cup for?

$ 7.12

NET: Double or Nothing

Meaningful Uniqueness

Slide 3

In TODAY'S WORLD
FEAR is real

60% Fear Getting Covid

54% Fear Losing Job

Slide 4

Offerings
Messaging

Slide 1

YOUR Mission

IF we knew that new customer fear of change would remain
THEN how should we change our offerings, methods and messages

Take NOTES
If an Idea SPARKS

Slide 2

**Customers Need MORE
To Make A Switch**

How Much would you
PAY for the cup?
$ 3.12

How Much would you
SELL your cup for?
$ 7.12

NET: Double or Nothing

How might we…

DOUBLE

**Our MEANINGFUL
UNIQUENESS
Advantage**

- **Be the FIRST to…**
- **Be the ONLY to…**

Slide 3

PRICE   VALUE

IMPROVE VALUE of OUR OFFERING

VALUE =

**INCREASE
The Difference In What you GET**

**DECREASE
The Difference In What it COSTS**

Slide 4

RISK
MANAGEMENT

RISK REDUCTION

**TOP WAYS to
REDUCE RISK
With NEW OFFERINGS**

Money Back Guarantee =   100 Control
Endorsement by Expert =   105

What **UNEXPECTED**
Endorsement or Guarantee
Can we provide?

Slide 1

RISK REDUCTION

**TOP WAYS to
REDUCE RISK
With NEW OFFERINGS**

Money Back Guarantee =	100 Control
Endorsement by Expert =	105
Word of Mouth (from friend) =	**131**

HOW could we IGNITE
WORD OF MOUTH?

Slide 2

RISK REDUCTION

**TOP METHODS for
REDUCING RISK
With NEW OFFERINGS**

Money Back Guarantee =	100 Control
Endorsement by Expert =	105
Word of Mouth (from friend) =	131
Free Sample	**= 140**

HOW could we provide a…
**Free Sample of Offering
A Digital Sample of Offering
A Partial Sample of Offering**

Slide 3

DILUTION OF SALES MESSAGES

100% Mailed A Sales Message

60% Remembered Receiving it

47% Of those actually read it

25% Actually understood it

= 7% able to decide to purchase

IMAGE numbers with digital selling!

HOW can we GET ATTENTION

HOW can we be MEMORABLE

Slide 4

**One should NOT aim at
being "possible to understand."
One should focus on being**

IMPOSSIBLE
to
MISUNDERSTAND

Slide 1

CONFRONT REALITY

Overtly Address FEARS

HAZARD Fear - Show Safety testing

TIME Fear - Case Studies

MONEY Fear - Side by Side Balance Sheet

EGO Fear - Document Popularity

WHAT is an obvious FEAR?

What do they MISPERCEIVE

Slide 2

Yellow Card™
A framework for clearly communicating innovations.
Start from the front or back side of card. Fill in all that you can.

Innovation Name: _____ NAME that is suggestive of the benefit the innovation delivers.

NEWS HEADLINE: In a sentence - what makes your innovation MEANINGFULLY UNIQUE.

CUSTOMER / STAKEHOLDERS: WHO, specifically, benefits from this innovation?

Customer/Stakeholder PROBLEM: WHAT problem, specifically, does this idea address?

Benefit PROMISE: Make a SPECIFIC or numeric promise to SOLVE this problem.

WHAT the innovation is and HOW it can deliver this promise is on the BACK of CARD...

Persuasion Writing

Define from a Customer's Perspective

Customer PROBLEM

Benefit PROMISE

Product/Service & PROOF

Slide 3

GENERIC NEWS Doesn't Motivate

Be Specific

Slide 4

Numbers Matter!
Quantifying Benefit
Increases odds of success by 52%

HOW could we quantify…

How much better we are…

What do we do great but don't BRAG about?

Slide 1

Talk As a GROUP Build
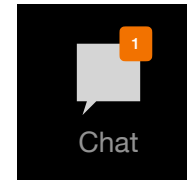## First Reactions + Second Generation Ideas

YOUR Mission Today

IF we knew that new customer fear of change would remain
**THEN** how should we change our offerings, methods and messages

HOW Change OFFERINGS To Address Customer Fear STIMULUS	First Reactions	Second Generation Ideas
Double Meaningful Uniqueness Be the FIRST to…		
Double Meaningful Uniqueness Be the ONLY to…		
INCREASE the Difference In What Customers Get		
DECREASE the Difference In What It Costs		

Slide 2

1. Click on Chat below   2. Double Click on the File   3. Open from Your Downloads Folder
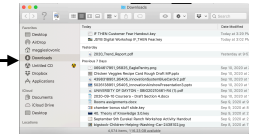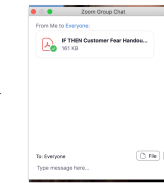
Chat

Download Session Handout from Chat Window Now

Slide 3

LOGISTICS
For Each Breakout Session

Share Your Screen and Enter Team Responses in Real Time

Assign
Reporter

☑ Take Notes

Slide 4
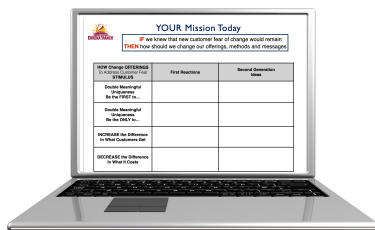
LOGISTICS
For Each Breakout Session

Assign
Reporter

☑ Take Notes

Assign
Group Leader

☑ Lead the Discussion

Assign
Time Keeper

☑ Meet your Deadline

Slide 1

THINK

What did you learn?

- What surprised you?
- What stuck out in your mind?

Slide 2
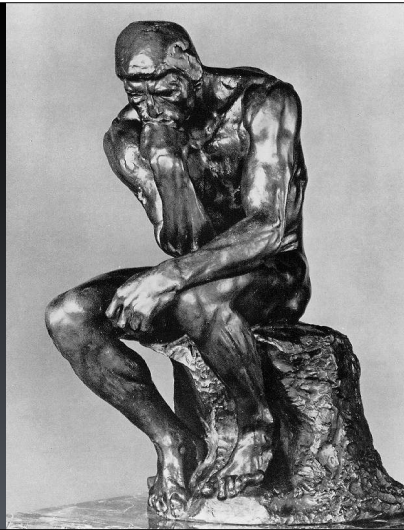
System For
COMMERCIALIZING
Big Ideas

Slide 3

$$MUI = \frac{S^D}{F}$$

Diversity of thinking

Meaningfully Unique ideas $=$ $\dfrac{\text{Stimulus Mining}}{\text{Drive out } \textbf{Fear}}$

Slide 4

Meaningfully UNIQUE Ideas
Feel Dangerous

"An idea that is not dangerous is unworthy of being called an idea at all."

Oscar Wilde

Slide 1

Meaningfully Unique

Ideas

ALWAYS Have Uncertainty

ALWAYS Ignite FEAR

Slide 2

Respect Emotional Nature of Fear

"Re-Label" with

Equally Emotionally Language

Fear ⟶	**Death Threat**
"No" ⟶	**Death Threat**
Can't Make it ⟶	**Death Threat**
Can't Afford It ⟶	**Death Threat**
Can't Sell It ⟶	**Death Threat**

Slide 3

HINT: Think DEEPLY

DEATH THREATS Cluster into three areas

Market Risk
Going to Market
WILL IT SELL

Technology Risk
Making it Real
WILL IT WORK

Organizational Risk
Return on Investment
Is it worth my Time, Energy & Money

Slide 4

HINT: Be SPECIFIC when you face a CHALLENGE

THINK DEEPLY
What is the REAL ISSUE?

We confront Death Threats (unknowns, uncertainties) By using Plan, Do, Study, Act Cycles of Learning

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PLAN: Our specific success standard or metric for this Death Threat / Milestone.

DO: To achieve this ~~...~~

S~~TUDY~~: From this work / activity we learned… Why did we or didn't we achieve Plan goal?

ACT: Based on what we have learned we will do the following…

SUCCESS IS GUARANTEED We just don't know the number of cycles.

PLAN: What does success look like for this cycle? To solve / resolve the Death Threat?

What do we want to achieve?

Where are we going?

How will we know we got there?

What is our organization's standard?

What is the desired end state for the

PDSA Cycles we will be completing?

BE as SPECIFIC As you can be defining success relative to The Death Threat

DO: A specific activity to help us accomplish the PLAN.

What is important is to do **DO** something

As Fast & Cheap as Possible

to LEARN MORE

Don't **DEBATE the DO**
Just **DO** Something
as Fast & Cheap as Possible

DO: A specific activity to help us accomplish the PLAN.
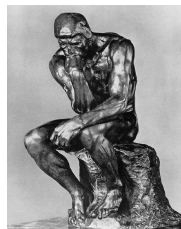
There are no short cuts!

You need to get your HANDS DIRTY.

STUDY: Stop and Think, what did you learn?

What did we learn?

THINK

STUDY IS More Than a YES or NO Question ✓ ✗

Plan
Do
Study
Act

Plan
Do
Check
Act

STUDY: Stop and Think, what did you learn?

What did we learn?

Even when it works
"Why did it work"

ACT: What is next?

"Based on what was learned…"

Change **Idea or Yellow Card** to…

Change **Math** to…

ACT: What is next?

Possible next steps in ACT

DID we Resolve/Solve Death Threat and the PLAN

- Run another cycle with same PLAN
- Death Threat Resolved
- Death Threat Real - Pivot your idea based on learning
- Kill / archive your idea

WHAT PDSA is NOT…

Throwing junk against the wall

to see what sticks.

PDSA is disciplined & documented.

Slide 1

Old World

"Proper & Mature"
FEAR Reduction System

Expensive & Slow

1. Plan

2. Study
2. Study
2. Study
2. Study

2. Study
2. Study
2. Study
2. Study

2. Study
2. Study
2. Study
2. Study
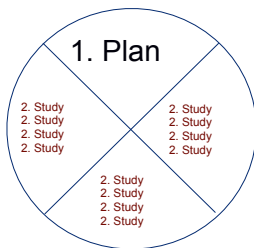
New World

Plan - Do - Study - Act

Fail FAST Fail CHEAP

Slide 2

REALLY - REALLY - REALLY FAST

1 Cycle a Month
= 12 in a Year
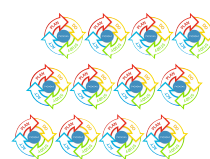
5 Cycles a Week
= 260 in a Year

8 Cycles a DAY
= 248 in a MONTH

Slide 3

Trust In Plan - Do - Study - Act Cycles
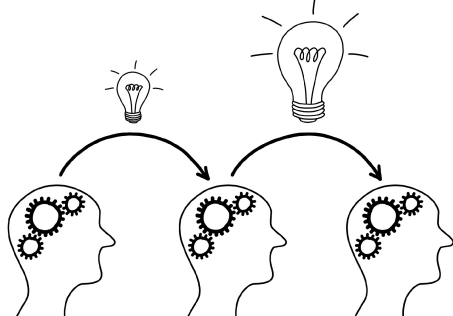
10% odds
You fail but get twice as smart.

20% odds
You fail but get twice as smart.

40% odds
You fail but get twice as smart.

Slide 4

LESSON: Trust In The Cycles of Learning.
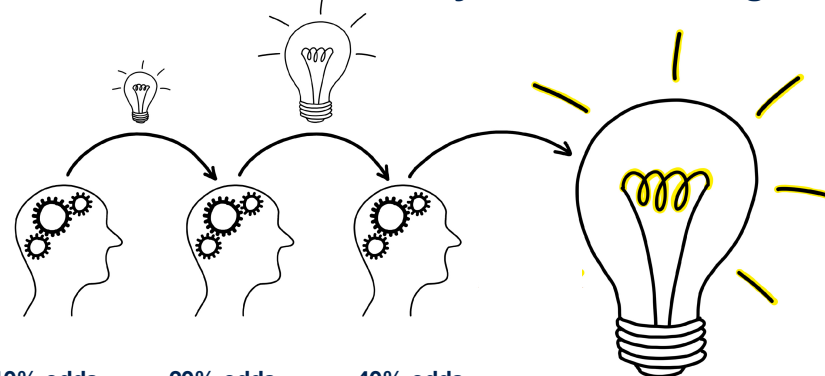
10% odds
You fail but get twice as smart.
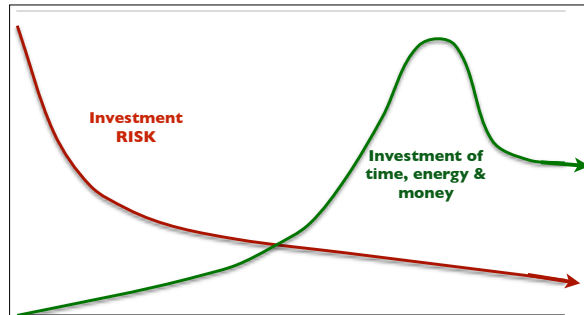
20% odds
You fail but get twice as smart.

40% odds
You fail but get twice as smart.

80% odds
You WIN!

Slide 1

As we go from IDEA to REALITY
We Drive Down RISK before Investing
Our Time, Energy & Money

Investment RISK

Investment of time, energy & money

Slide 2

HOW TO GET STARTED…

NEW IDEA DEATH THREAT **Fail FAST Fail CHEAP** **Pivot / Adjust**

PLAN DO STUDY ACT PLAN DO STUDY ACT

LEARN MORE **LEARN MORE**

- Connect
- Research
- Try

Slide 3

EUREKA! RANCH

Talk As a GROUP Work a Few
Death Threats - Ways to LEARN MORE

AN IDEA to CONSIDER	DEATH THREAT	Fail FAST Fail CHEAP LEARN MORE - Connect - Research - Try

Slide 4

THINK

What did you learn?

- What elements can help you the most?
- How might you change how you think?