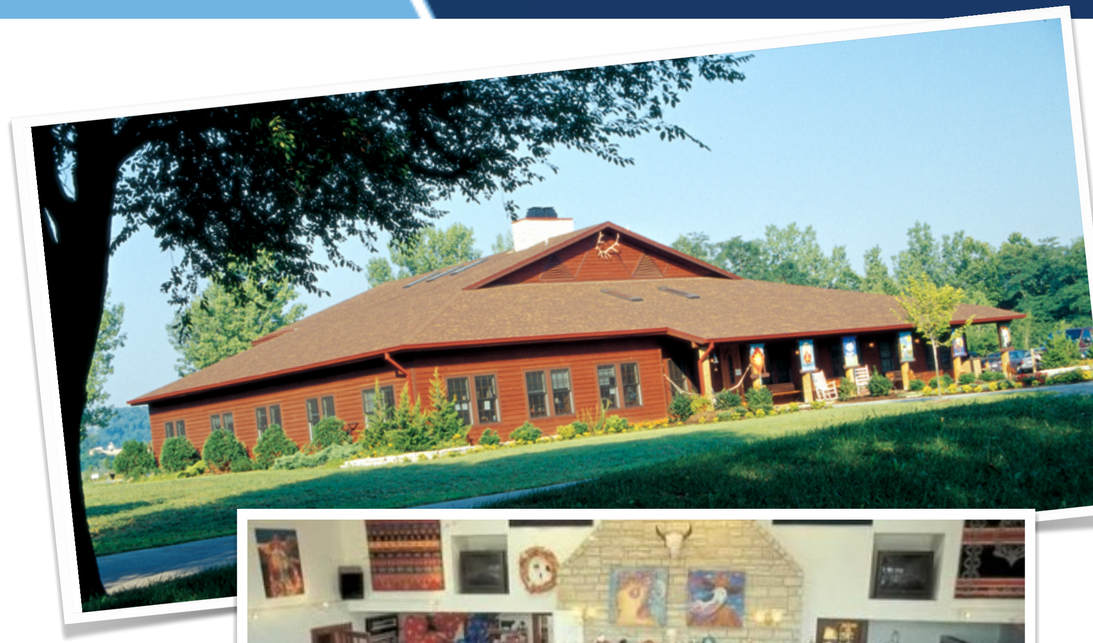
The next generation of ideation is here

when it is more important than ever to innovate.

EUREKA!RANCH®

We are Inventors & Innovation Trainers

since 1986



A Little History.

We've been commissioned by some of the world's leading companies to create the next new thing - products, services, businesses, brands, systems, you name it.

Worked with over

15,000

Teams

to create over

26,000

Disruptive Ideas

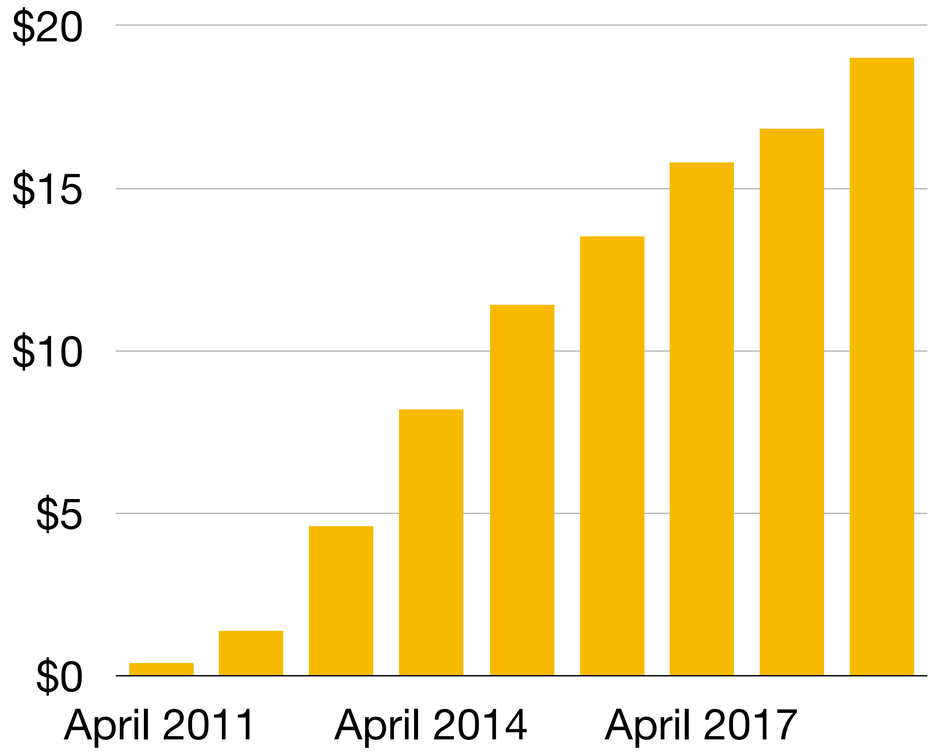
and create top-line value of

$19B

Active Projects

35,000

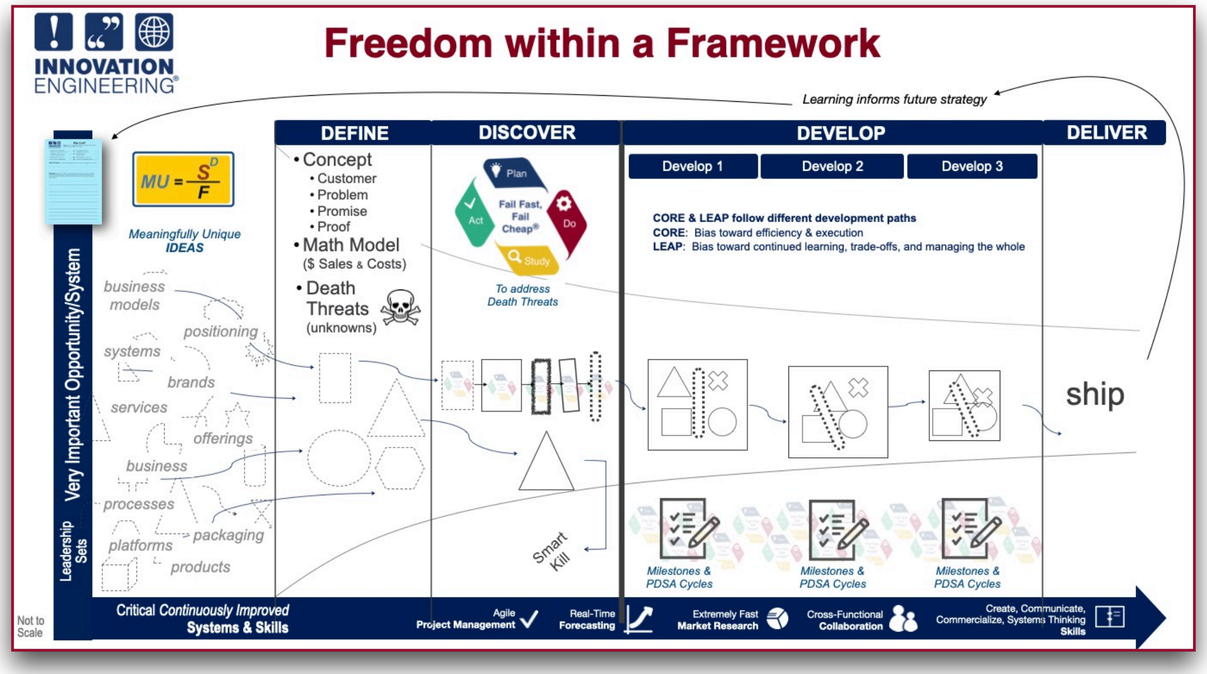
People Trained



POWERED BY INNOVATION ENGINEERING®

Innovation Engineering is both

a complete innovation business methodology + **a comprehensive academic curriculum.**



2006 Pioneered A New Field of Academic Study & Leadership Science

✓ Academic-Peer Reviewed ✓ 6 Course Undergraduate Minor Graduate Certificate ✓ On Campuses Around the World

INNOVATION ENGINEERING®

1. FUNDAMENTALS

CREATE Fundamentals
1. Meaningful Uniqueness
2. Stimulus & Diversity
3. Exploring Stimulus
4. Create Session Fundamentals

COMMUNCIATE Fundamentals
5. Strategy Activation
6. Concept Writing
7. Concept Improvement
8. Estimating Value

COMMERCIALIZE Fundamentals
9. Plan, Do, Study, Act (PDSA) Mindset & Steps
10. PDSA Best Practices
11. PDSA Prototypes
12. PDSA Rapid Research

2. CREATE Expert
13. Unrelated Stimulus
14. Patent Mining
15. Insight Mining
16. Market Mining
17. Advanced Create Methods
18. Future Mining
19. Wisdom Mining
20. Professional Grade Create Sessions

3. COMMUNICATE Expert
21. Optimizing the Whole
22. Concept Feedback Systems
23. Advanced Benefit, Proof, & Name
24. Oomph
25. Technology Translation
26. Proactive Selling Pitches
27. Meaningful Marketing Messages
28. Real World Communications

4. COMMERCIALIZE Expert
29. Advanced Rapid Research
30. Reducing Forecast Variation
31. Confront Reality - Cost & Price Estimating
32. Business Models
33. Proprietary Protection
34. Organizing for Success
35. Go, No-Go Innovation Decisions
36. Business Opportunity Recommendation

5. SYSTEM Driven LEADERSHIP
37. Appreciation for a System
38. Knowledge about Variation
39. Psychology
40. Theory of Knowledge
41. Strategic Alignment
42. Departmental Alignment
43. PDSA Rapid Research
44. Rapid Research Analytics
45. Collaboration
46. Patent ROI
47. Diffusion of Innovation Mindset
48. Personal Leadership

THE AREAS WE HELP COMPANIES WITH INNOVATION

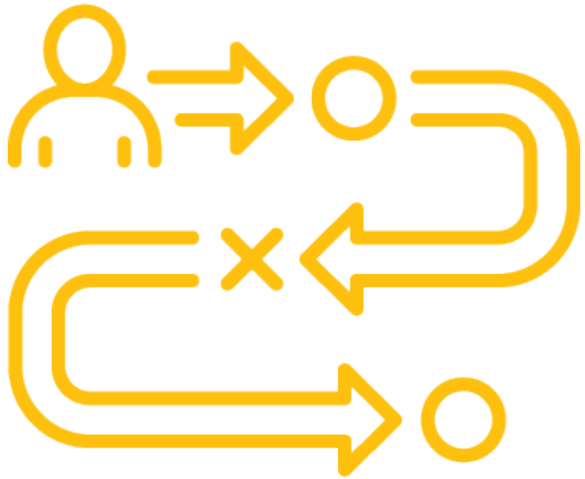
Fill Your

PIPELINE

Brainstorming & Inventing

Improve Your

PROCESS



Software & Consulting

Train Your

PEOPLE

Training & Coaching

Fill Your
PIPELINE

EUREKA!® INVENTING

Ou longest standing service working “front lines” with business teams to solve tough challenges

What Kind of Common Business Problems Does it Address?

- ☐ Empty Product / Innovation Pipeline
- ☐ Need disruptive new strategy to stand out from competition
- ☐ Not making enough profit from existing offerings
- ☐ Need new offerings that customers will buy
- ☐ Need fresh, new solutions for a big, persistent problem

What We've Learned

EUREKA! RANCH

There is a measurable **and knowable factor that correlates to** current brainstorming method effectiveness

(likely something you wouldn’t guess)

Global Consumer Confidence Index Correlates to Brainstorming Effectiveness

https://data.oecd.org/leadind/consumer-confidence-index-cci.htm

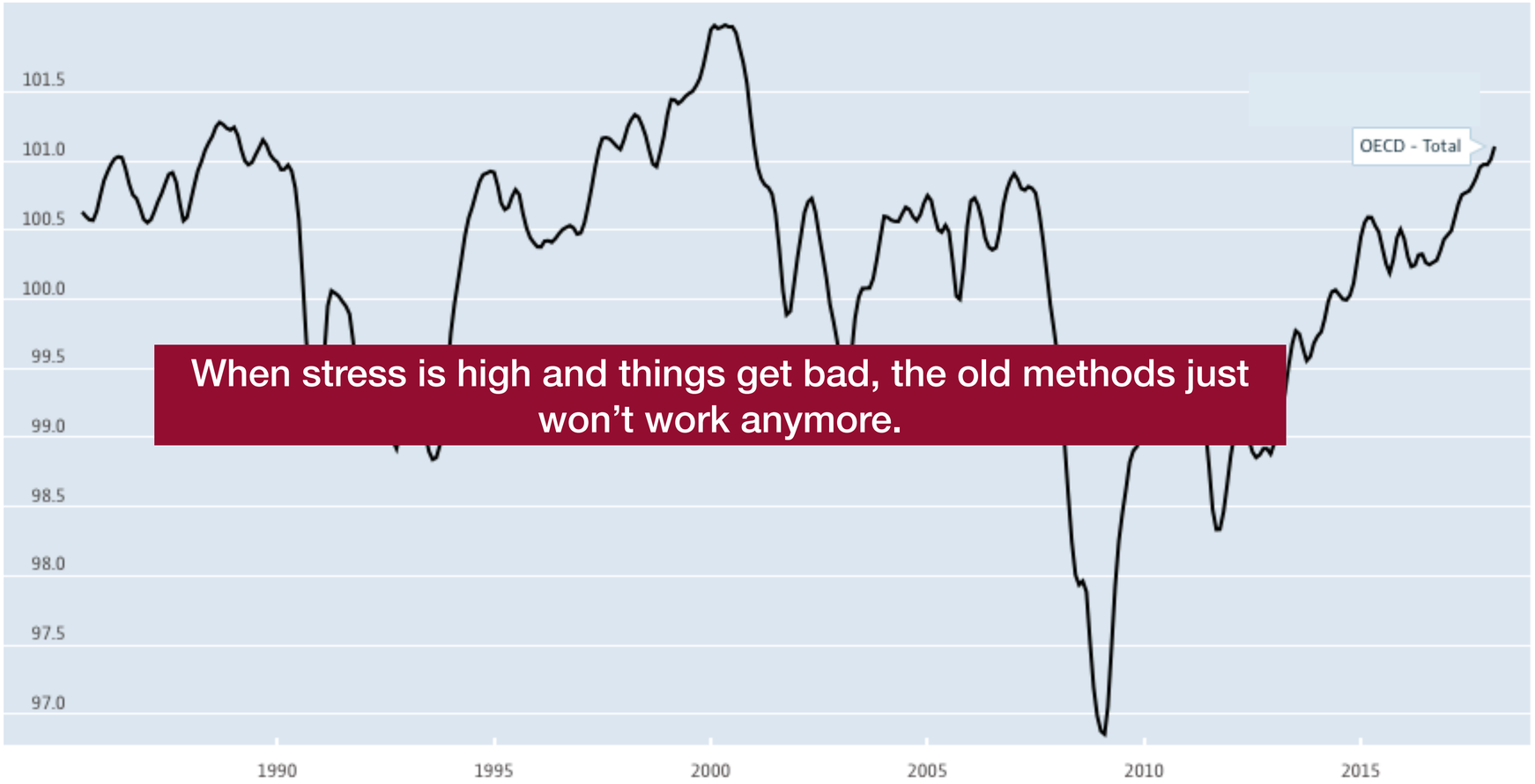
EUREKA! INVENTING

INNOVATION ON INNOVATION METHODS

11 Major UPGRADES When Confidence Dropped

Living Laboratory

Global Consumer Confidence

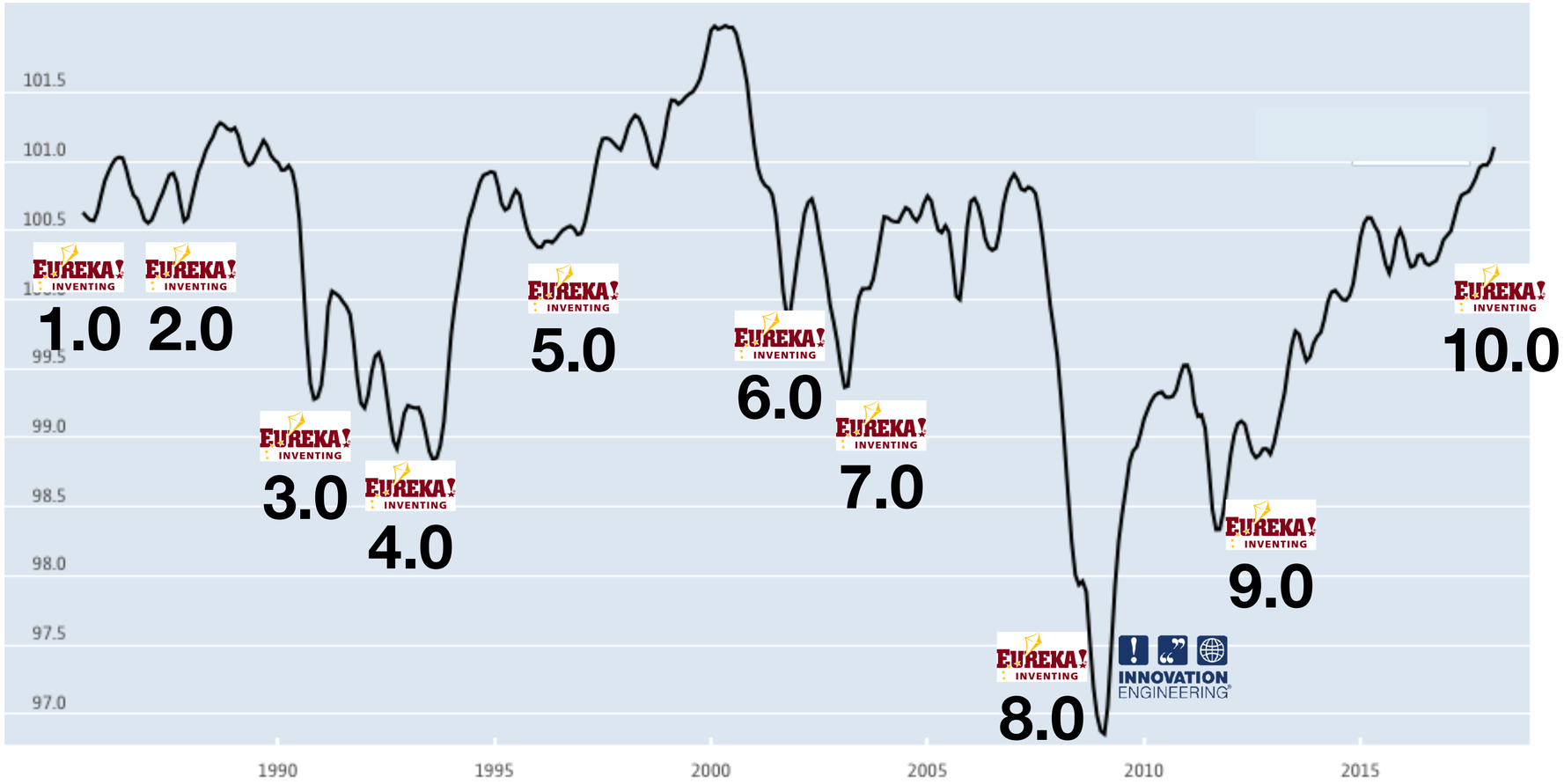


Living Laboratory

INNOVATION ON INNOVATION METHODS

11 Major UPGRADES When Confidence Dropped

Global Consumer Confidence



Living Laboratory

INNOVATION ON INNOVATION METHODS

11 Major UPGRADES When Confidence Dropped

Global Consumer Confidence

1 BIG IDEAS come from Smarter Idea Systems

"It's important to know customers, but they won't get you to WOW."

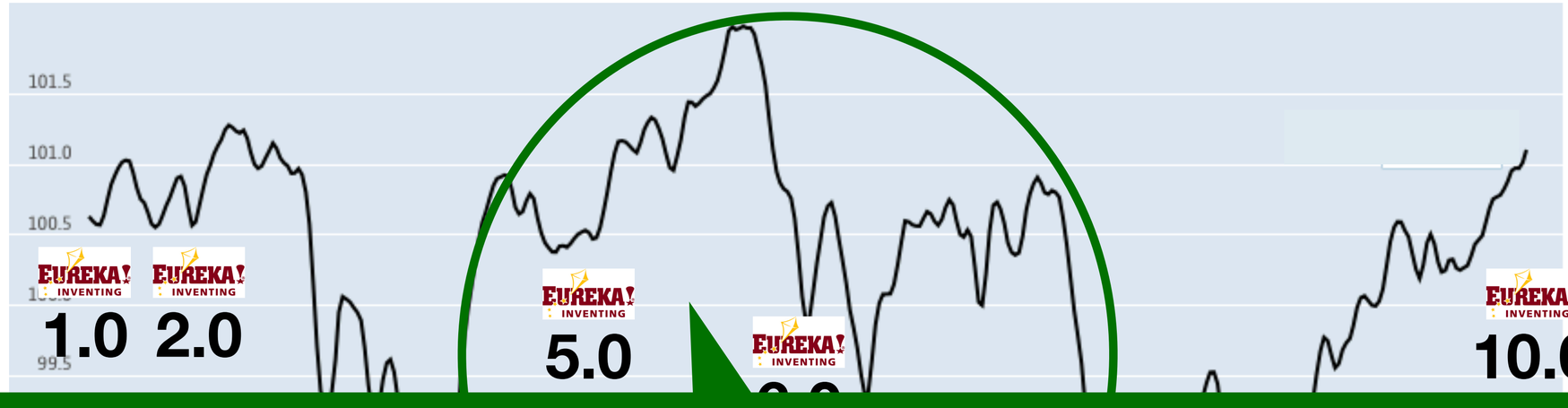
Stimulus and Diversity Stretch Our Thinking

Living Laboratory

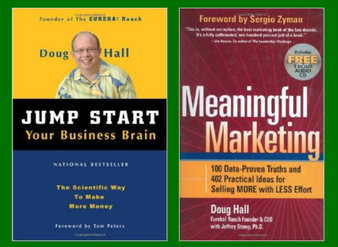
INNOVATION ON INNOVATION METHODS

10 Major UPGRADES When Confidence Dropped

Global Consumer Confidence



2 *DATA Drives Decisions on Big Ideas*



MERWYN® Truth Teller

Write and Test for Meaningful & Unique

INNOVATION ON INNOVATION METHODS

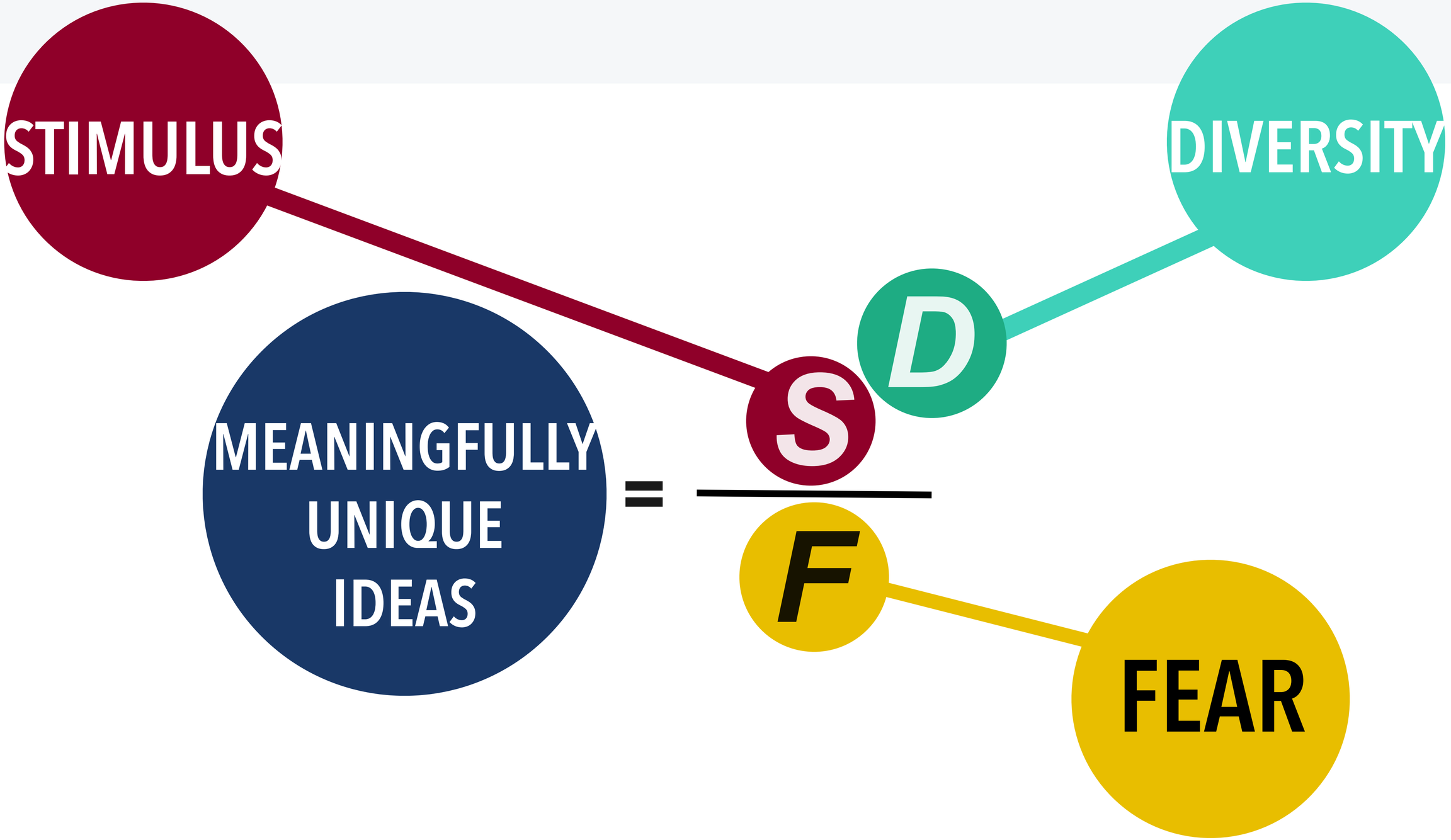
10 Major UPGRADES When Confidence Dropped

Living
Labo

3 *FAILURE NOT AN OPTION*
Need to Turn from ART to Science
*= **System Driven Innovation***

INNOVATION ENGINEERING®

Methods to Reduce Risk and Drive Out Fear & MORE EDUCATION


STIMULUS
DIVERSITY
MEANINGFULLY
UNIQUE
IDEAS
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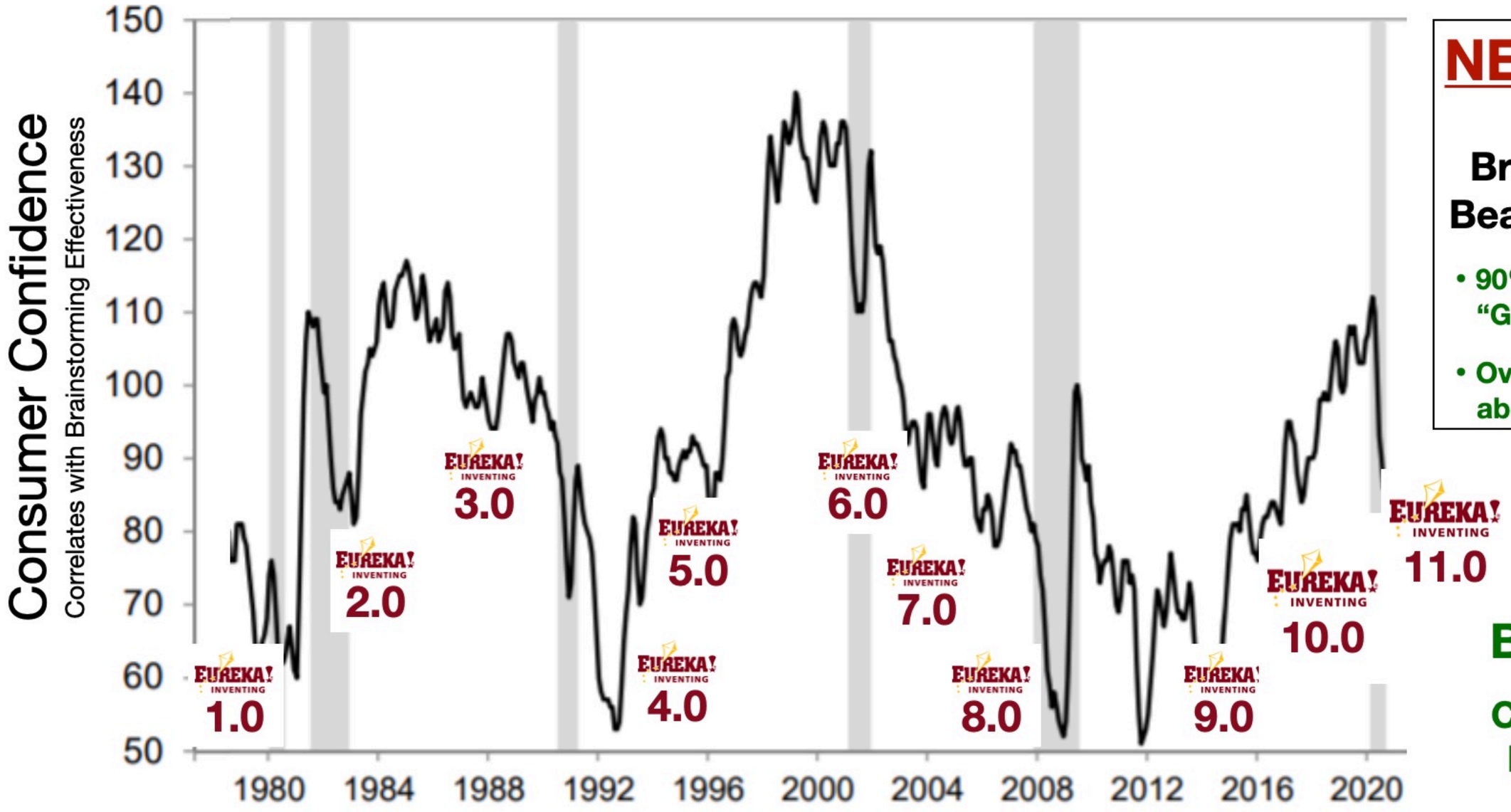
FEAR



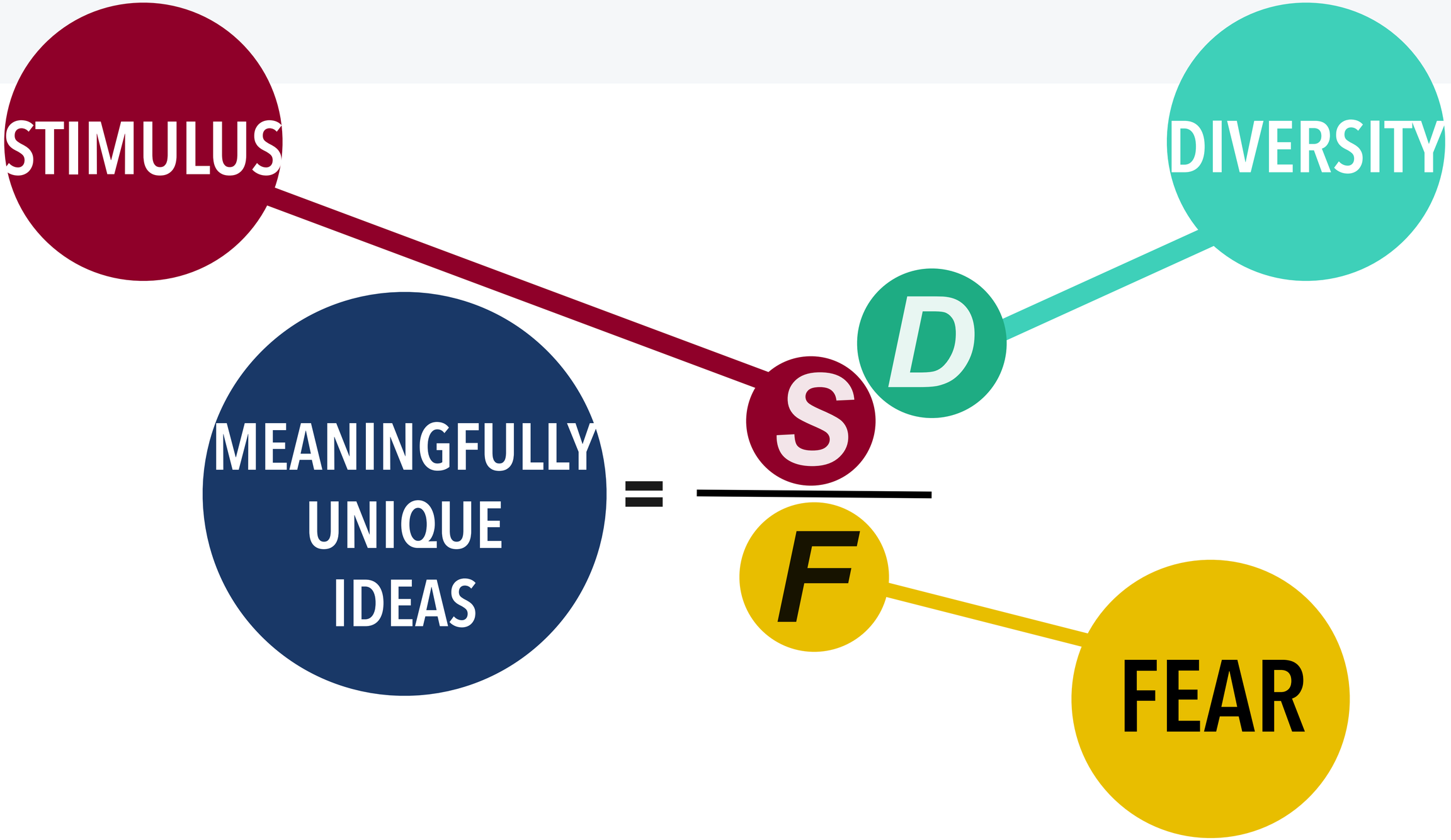
NEW NEWS

OnLine Brainstorming Beats In Person!

- 90% of ideas over "GO" standard
- Over 60% of ideas above"WOW"

BIG IDEAS

CAN HAPPEN EVEN NOW!


STIMULUS
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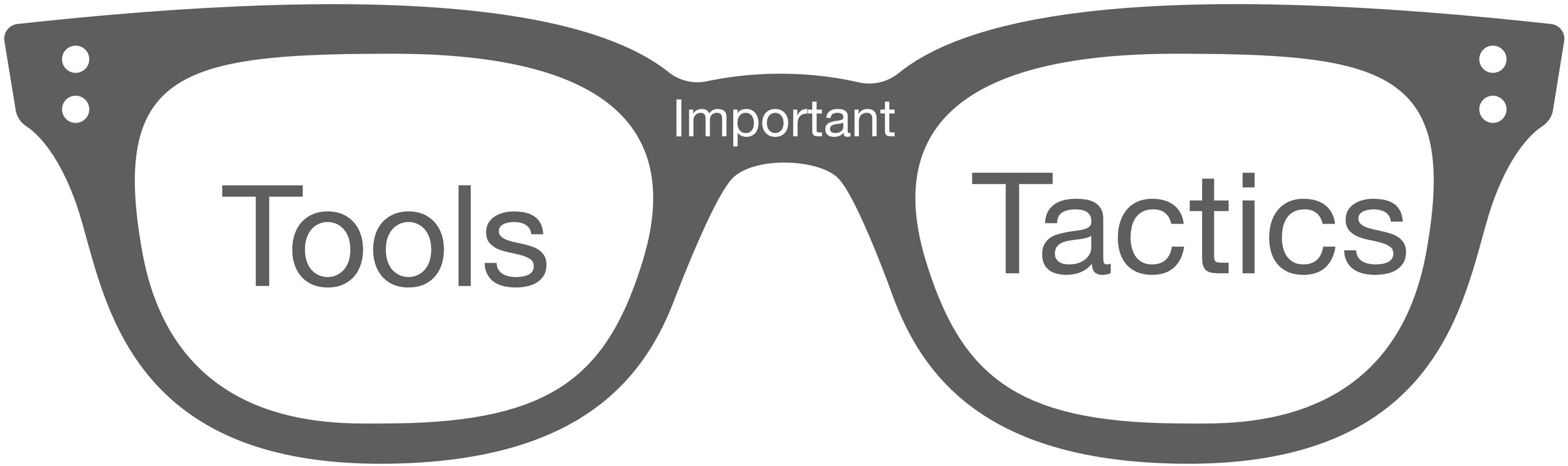
DIVERSITY

FEAR

Framing



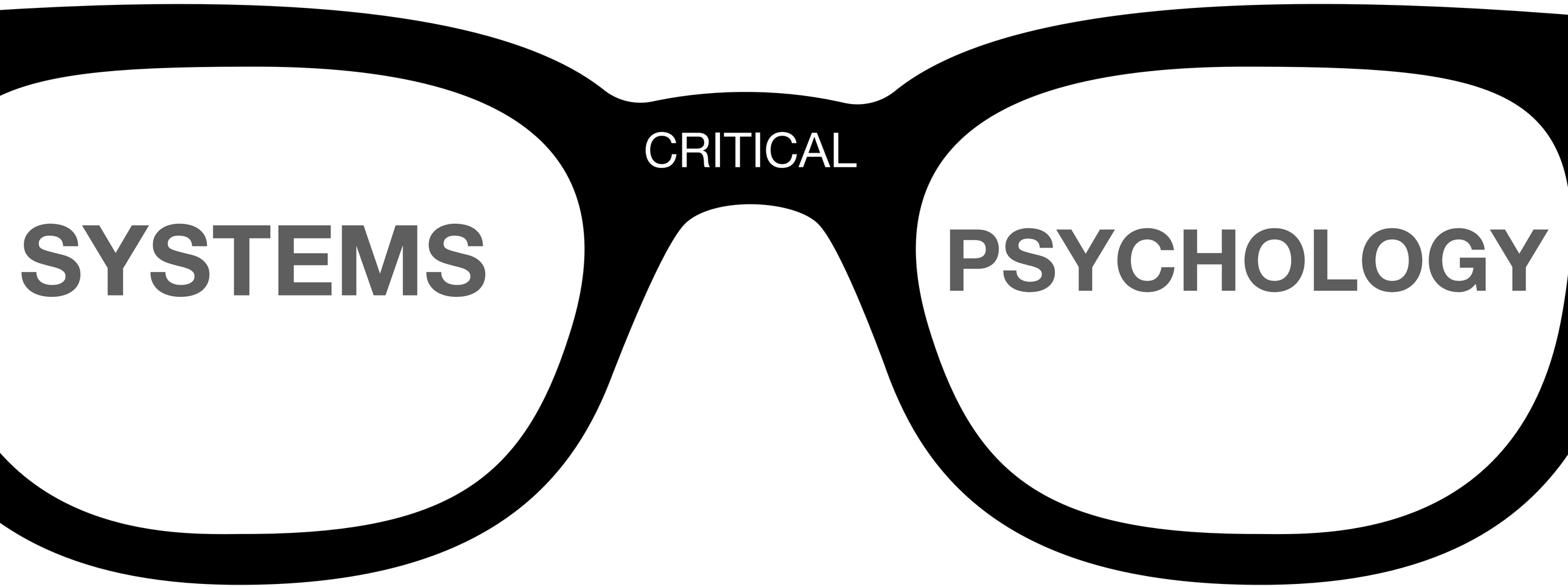
Inspire

Build

Test

Collect

Framing



3 THINGS FOR 2020

INDEPENDENT THINKING.

EXPONENTIAL DIVERSITY.

PSYCHOLOGICAL SAFETY.

The Best Thinking is NOT photogenic

INDEPENDENT THINKING.

The Best Thinking is NOT about FUN

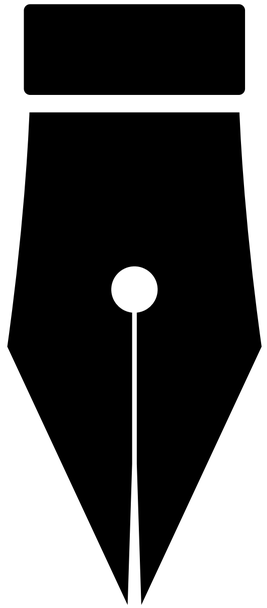
INDEPENDENT THINKING.

"FUN IS fundamental."

Does <u>NOT</u> correlate to quantity or quality of ideas.

The Best Thinking incorporates BRAIN WRITING

INDEPENDENT THINKING.



The Best Thinking is DIRECTED to what you want.

Customized per Brainstorming Session

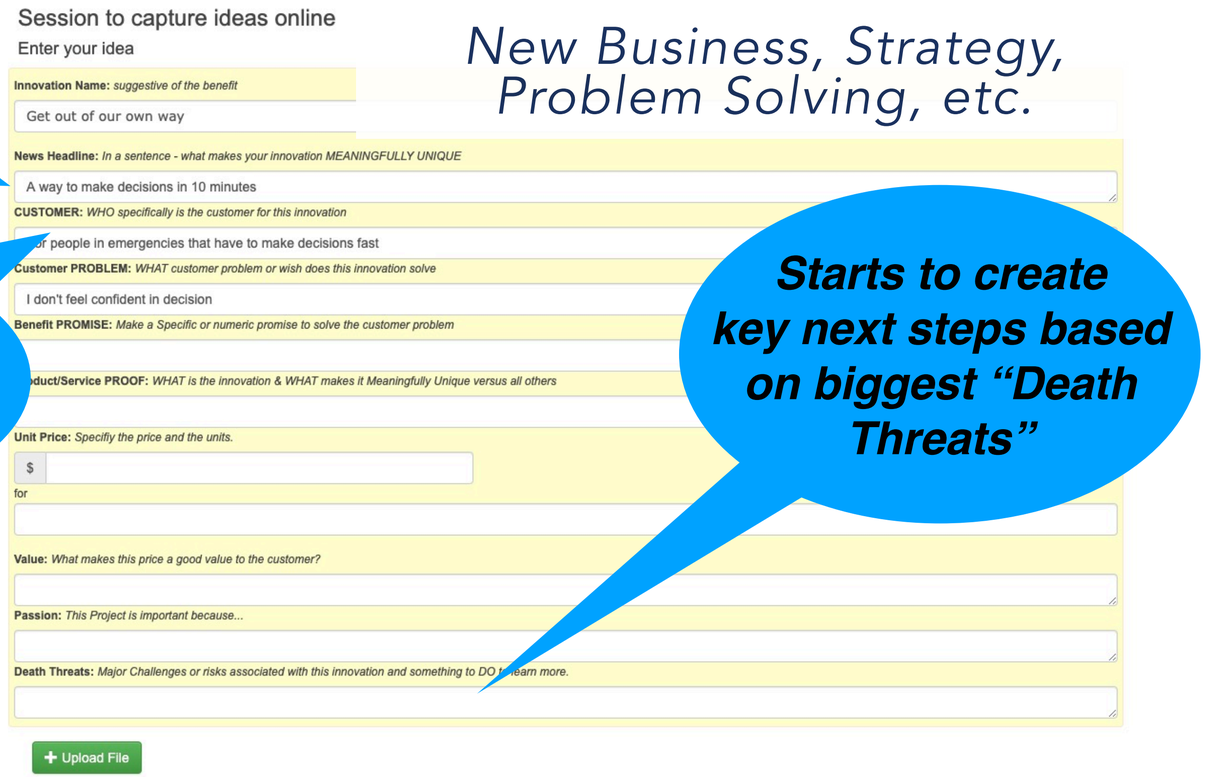
INDEPENDENT THINKING.

Constant focus on Meaningful Uniqueness

Customer-Focused Stakeholder - Focused

New Business, Strategy, Problem Solving, etc.

Starts to create key next steps based on biggest "Death Threats"



Begin with the end in mind. - Tom Peters

Type Idea

5 Min Form

Enter your idea

CUSTOMER: *WHO specifically is the customer for this innovation*

Customer PROBLEM: *WHAT customer problem or wish does this innovation solve*

Benefit PROMISE: *Make a Specific or numeric promise to solve the customer problem*

Product/Service PROOF: *WHAT is the innovation & WHAT makes it Meaningfully Unique versus all others*

Unit Price: *Specifiy the price and the units.*

$

for

+ Upload File

Cancel | Submit Idea

Instantly Collect & Share

help identify environmental concerns in your yard to help make it a safe haven that will attract raptors and other wildlife
Price: 30
Units: 1 yard/sign

Kelly Scott 6-30-2020 03:40 PM

1 Comment

Comment

+ Attach | Post Comment

Joanna Eckles: Love this! Model after NWF backyard habitat program / sign or Pollinator Friendly or other similar programs. Homeowner fills out a survey and pledge, receives a sign and some kind of on-going education. I would work on this one.

Free Form Idea

Options

Customer: General public
Problem: Cancellation of Renaissance Festival, a 6-8 week long fall weekend festival
Promise: TRC will offer hour-long travelling raptor programs (in costume) with a medieval focus (the role of raptors in medieval times - falconry)
Proof: Providing a program that focuses on raptors in medieval times and making it accessible to different communities.
Price: 300
Units: 1

Lori Arent 6-30-2020 03:36 PM

1 Comment

Comment

+ Attach | Post Comment

Joanna Eckles: This could work for the right person / people (who like dressing up in medieval attire...

Free Form Idea

Options

Customer: TRC Fans! Educators, parents.
Problem: Customers are looking for unique, enjoyable, and educational content on a regular basis.
Promise: TRC Content Memberships provide tiered exclusive access to (#) videos, photos, and written posts per week, with certain tier members able to give input on what types of content they want to see. Members also are the first to hear about special program opportunities (both in person and digital) and qualify for discounts on select ticket items.
Proof: TRC can produce amazing and unique videos, so getting access to a membership is the only way to see it all. Customers can decide which tier is best for them and their budgets, and automatic billing means that they don't have to worry about forgetting their monthly donation.
Price: 10
Units: a few escalating tiers - $10/month to get access to exclusive videos and posts, plus a few other tiers that involve being able to influence what content is posted as well as special access to private events.

Kelsey Griffin 6-30-2020 03:36 PM

2 Comments

Comment

+ Attach | Post Comment

Micaela Brevig: Videos could be short and sweet, little training sessions or enrichment (it's mist bathing season.....). Could include more of the stuff we tend to shy away from on social media by putting just a little bit of time into a thoughtful voiceover or quick write up.

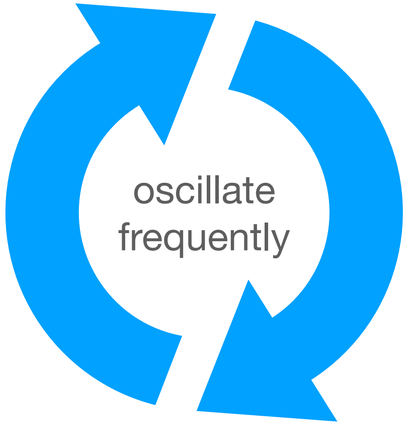
Comment & Build:

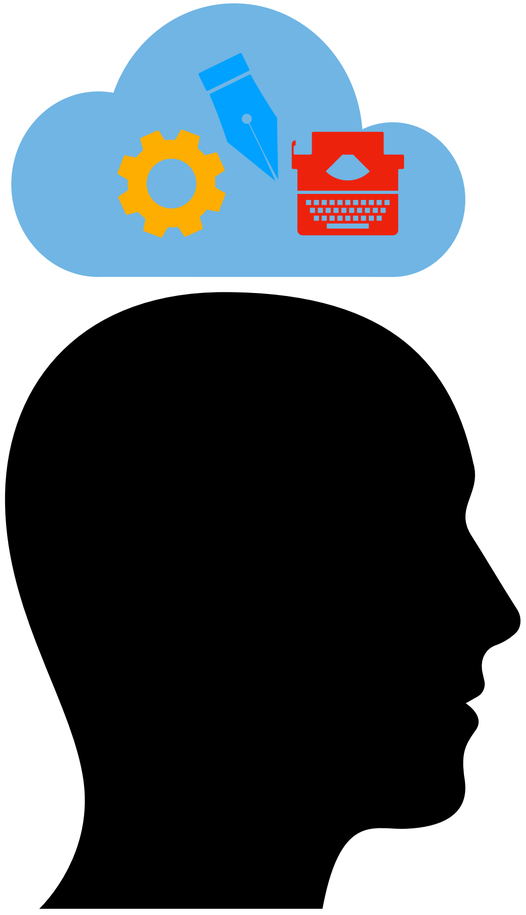
COOL IDEA! AND TO BUILD ON THAT...

OLD WAY

The Best Thinking dials up DIVERSITY

EXPONENTIAL DIVERSITY.





TEAM Inclusion & INDIVIDUAL Incubation

1. INDIVIDUAL

List Generic Promises

2. PAIR

Quantify the PROMISE

3. TEAM

PROOF

4. INDIVIDUAL

Capture Best Ideas

INDIVIDUALS
Explore
Stimulus

PARTNER
helps
Leverage
Diversity

TEAM helps
Drive Out
Fear

Individual
Authors
IDEA

Break into small rooms forcing different people together

EXPONENTIAL DIVERSITY.

It's easier to create **Meaningfully Unique Ideas more reliably** with Spark Decks.

EXPONENTIAL DIVERSITY.

The Best Thinking is done in a safe space

PSYCHOLOGICAL SAFETY.

How do you create that in a way that you can do virtually?

ANONYMITY

Measure for alignment & fear levels and adjust your approach

PSYCHOLOGICAL SAFETY.

	Difference vs. World Class		
	Concern (-15 or less)	**Caution** (-14 to -6)	**Good** (-5 or over)
Readiness to Create			
Agreement with NEED to accelerate Innovations			4%
URGENCY for company to take action			-1%
Company success with innovation	-54%		
Company's Attitude Toward taking action - courage	-49%		
Thinking Style (minus = Left Brain)	-21%		
Creativity and innovation rewarded	-35%		
Optimism towards taking action	-29%		
Readiness to Execute			
Sufficient resources to get the job done	-31%		
People I work with cooperate to get the job done	-22%		
High level of respect for senior leaders			11%
Talents are used well	-15%		
Overall quality of work done	-26%		
Place to Work		-13%	

ANONYMITY

Ideas are shared without names

PSYCHOLOGICAL SAFETY.

Food Insecure Simulation Reference # 23

Options

Name: Food Insecure Simulation

Problem: People are generally giving and helpful, but lack the deep understanding of experiencing what it is to be food in-secure to push them from want to help to being actively involved.

Promise: In just 2 hours, you will experience the challenges and tough choices a food in-secure student might face in a month.

Proof: Using real life stories, the volunteers running the simulation will help you role play a month in just 2 hours. When done, you will have the opportunity to talk to the actual students whose lives you just lived. The empathy and understanding developed will reduce stigma and stir that inner giver in you to be an active part of the solution going forward.

This works best in person, but in the pandemic world, this can be created as an online "choose your own adventure" story. Post activity, you can meet others and share experiences virtually.

For more information of a similar program, reach out to the United Way Winnipeg and ask about the poverty simulation.

(0)

0 Comments

FAST ROUNDS OF EXTERNAL FEEDBACK

Research is not a guillotine for ideas

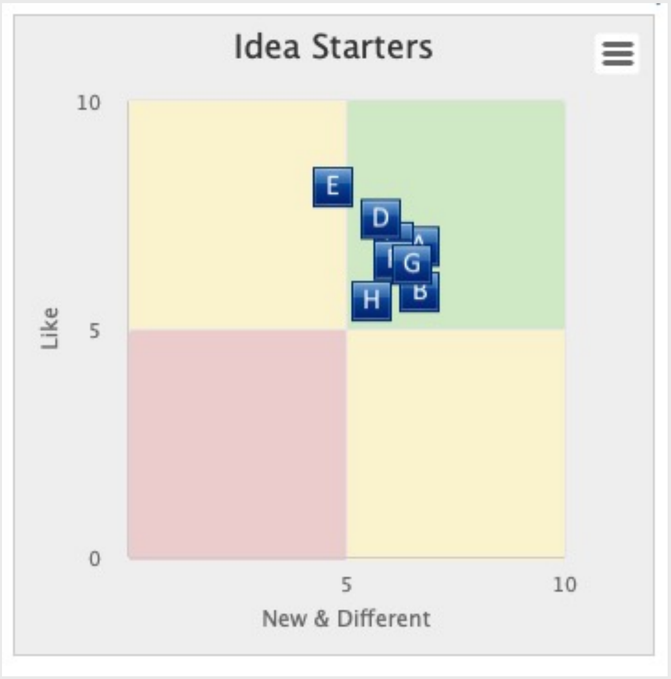
PSYCHOLOGICAL SAFETY.

Test

CUSTOMER FEEDBACK IN ABOUT AN HOUR

The Real Question:

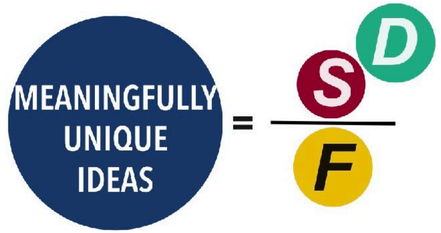
Are The Ideas Any Good?

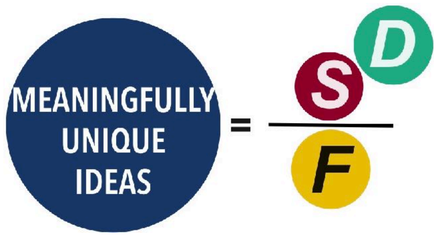


- ✓ Top Rated Ideas
- ✓ Rank Ordered
- ✓ "Slice And Dice" Results
- ✓ Read Customer Comments

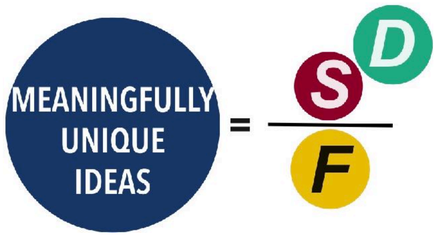
Research is an aid to our judgement

Get Results In As Little As An Hour!





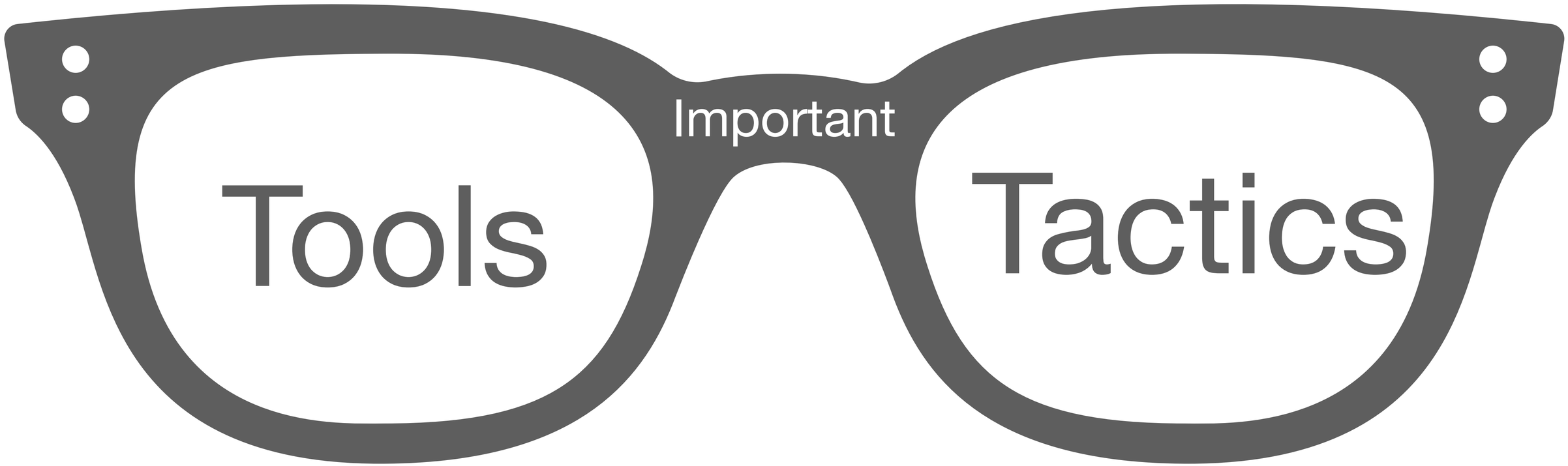
IDEATION CYCLES



QUANTITATIVE SCREENING WITH YOUR STAKEHOLDER OR CUSTOMERS

REVIEW & IMPROVE

Hour 1 | Hour 2 | Hour 3 | Hour 4 | Hour 5 | Hour 6


Tools
Important
Tactics

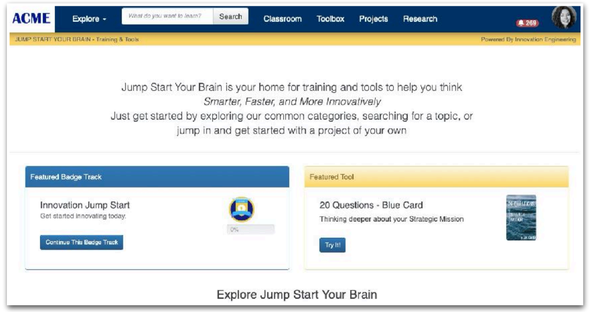
A GREAT VIRTUAL SESSION WILL GIVE YOU:

1. A searchable digital library of ideas – instantly
2. Dynamic & digital exercises to help prompt ideas
3. Quantifiable feedback on ideas – from staff or customers
4. A volume of ideas in a fraction of the time

WHAT YOU NEED

Idea Sharing, Stimulus, Research Platform

Jump Start Your Brain®



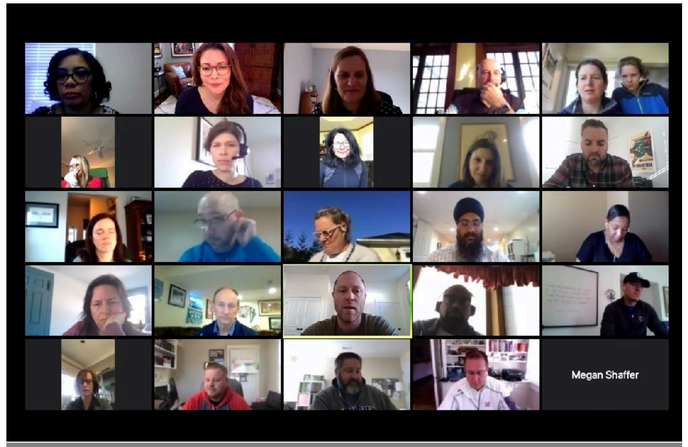
Explore Jump Start Your Brain

+ Any Video Virtual Collaboration Tool that allows you to break into small groups easily

zoom

+ Producer, Emcee, Facilitators & Inventors

Any Size Team (2-100)



OTHER TACTICS

1. Producer to run technology
2. Trained facilitators per small group
3. Inventor “plants” to shake up thinking
4. Countdown clocks
5. Manage energy and reinforce progress
6. Schedule in chunks

questions