

The next
generation
of ideation
is here

when it is more important
than ever to innovate.

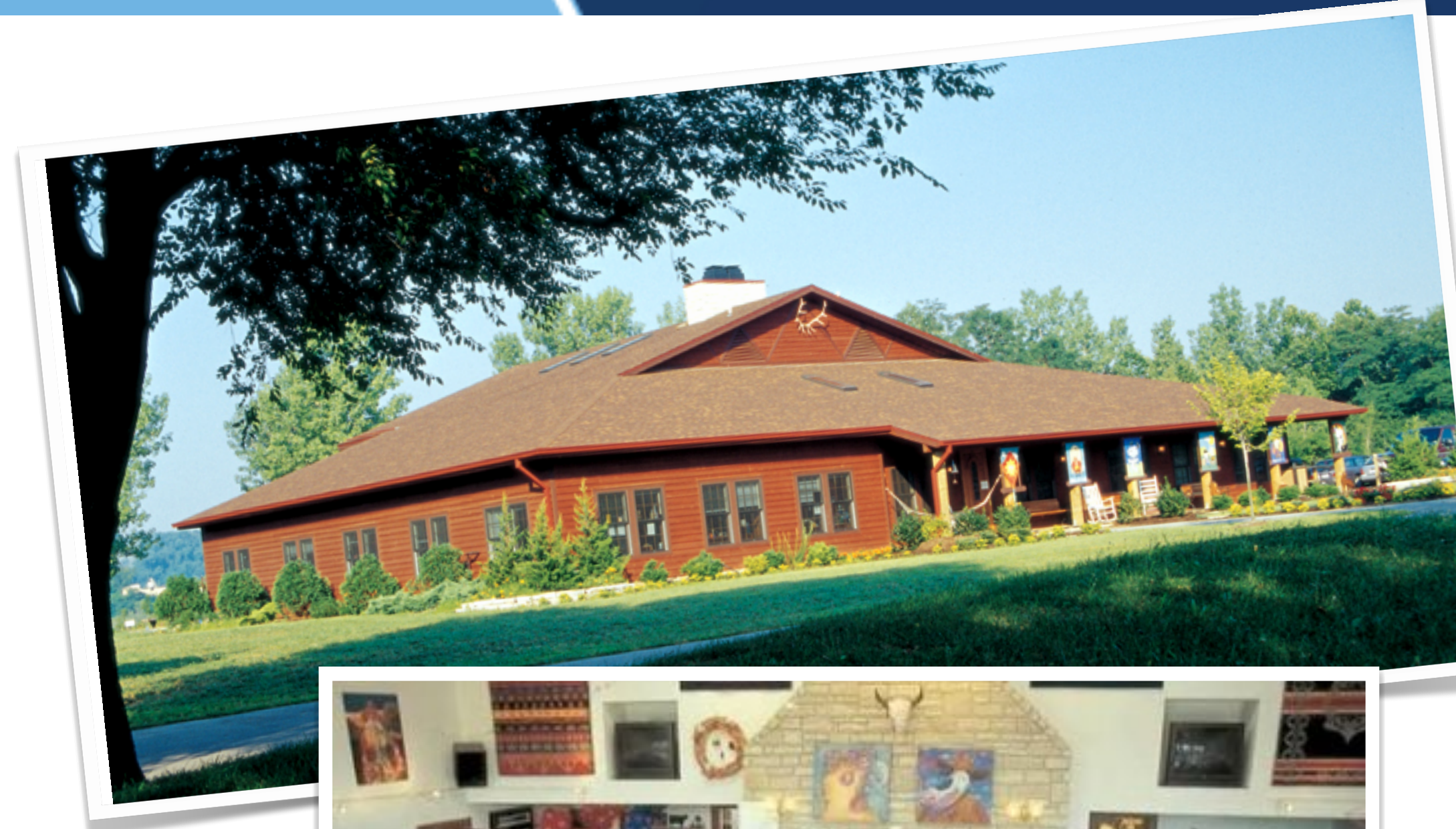




EUREKA! RANCH®

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.

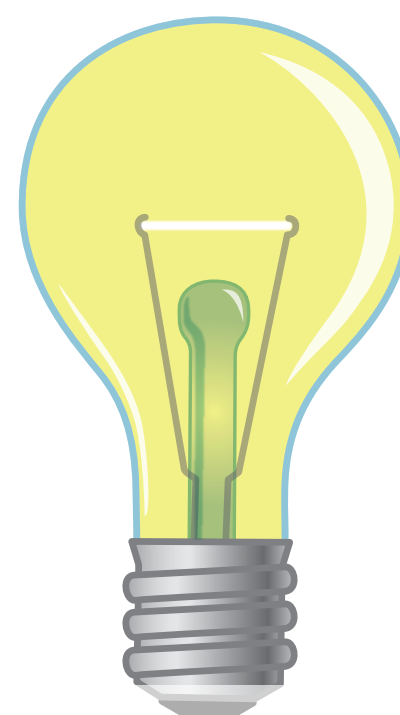
Worked with over
15,000

Teams



to create over
26,000

Disruptive Ideas

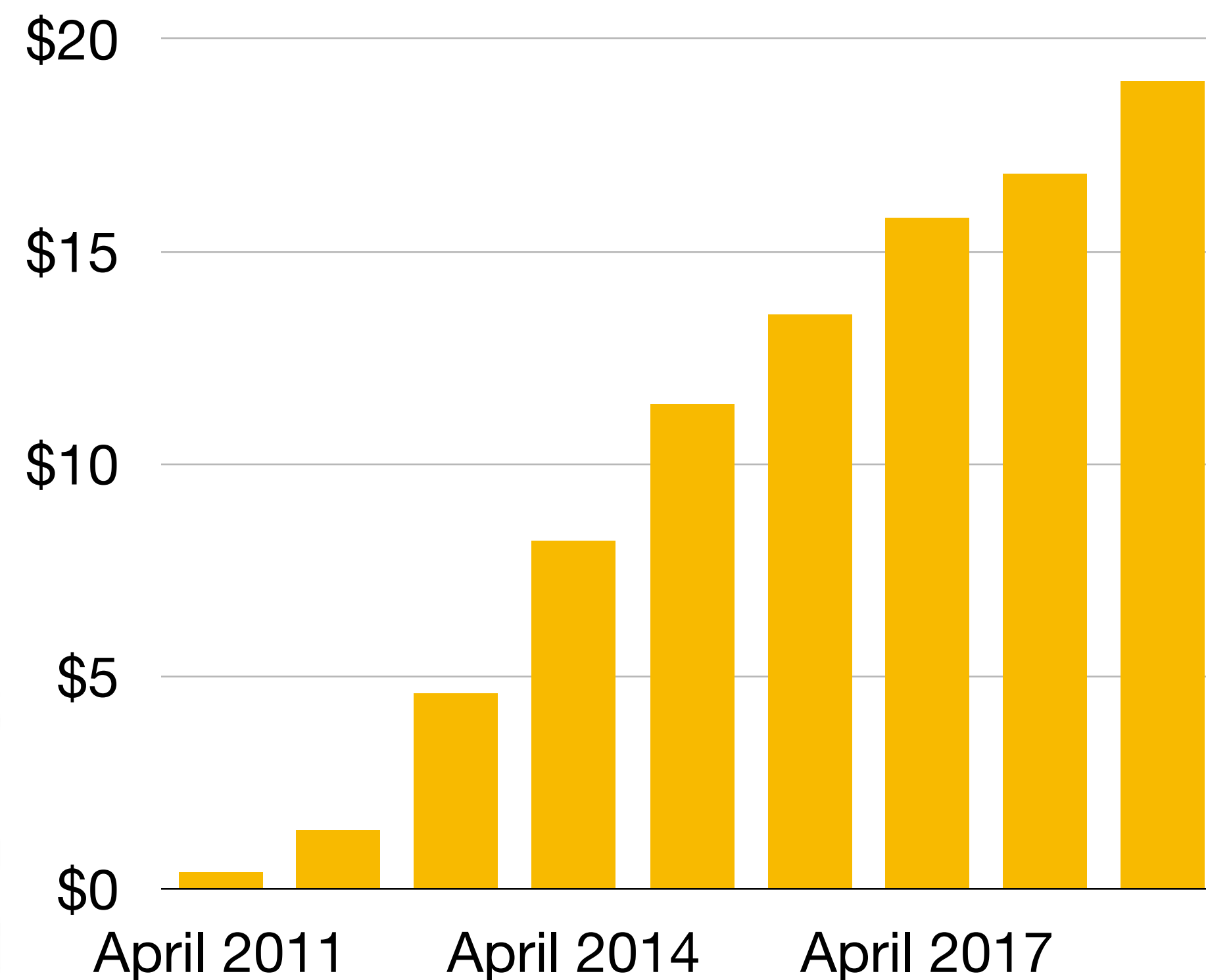


and create top-line value of
\$19B

Active Projects

35,000

People Trained



POWERED BY INNOVATION ENGINEERING®

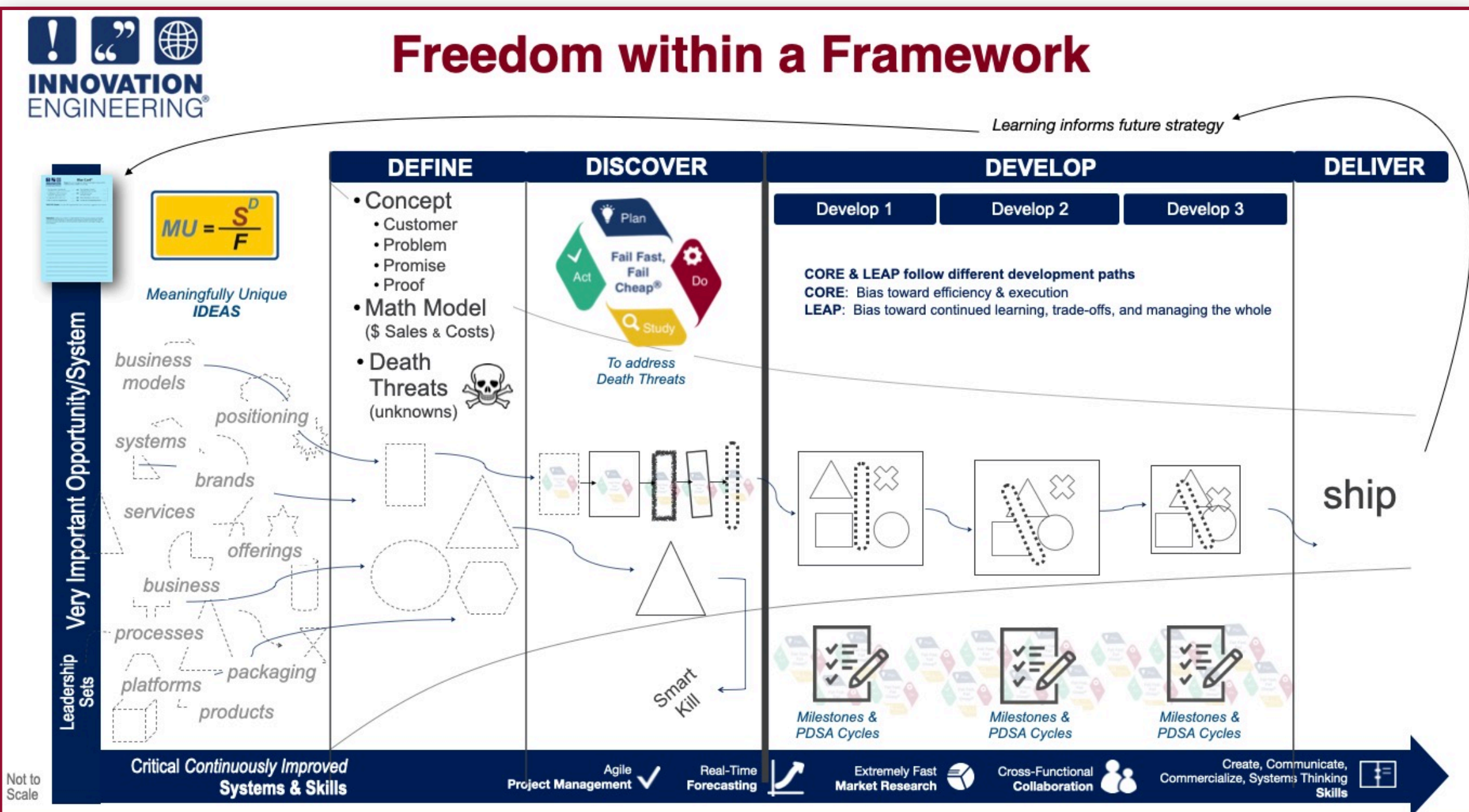
Innovation Engineering is both

a complete innovation business methodology

+

a comprehensive academic curriculum.

Freedom within a Framework



2006 Pioneered A New Field of Academic Study & Leadership Science

✓ Academic-Peer Reviewed

✓ 6 Course Undergraduate Minor Graduate Certificate

✓ On Campuses Around the World



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

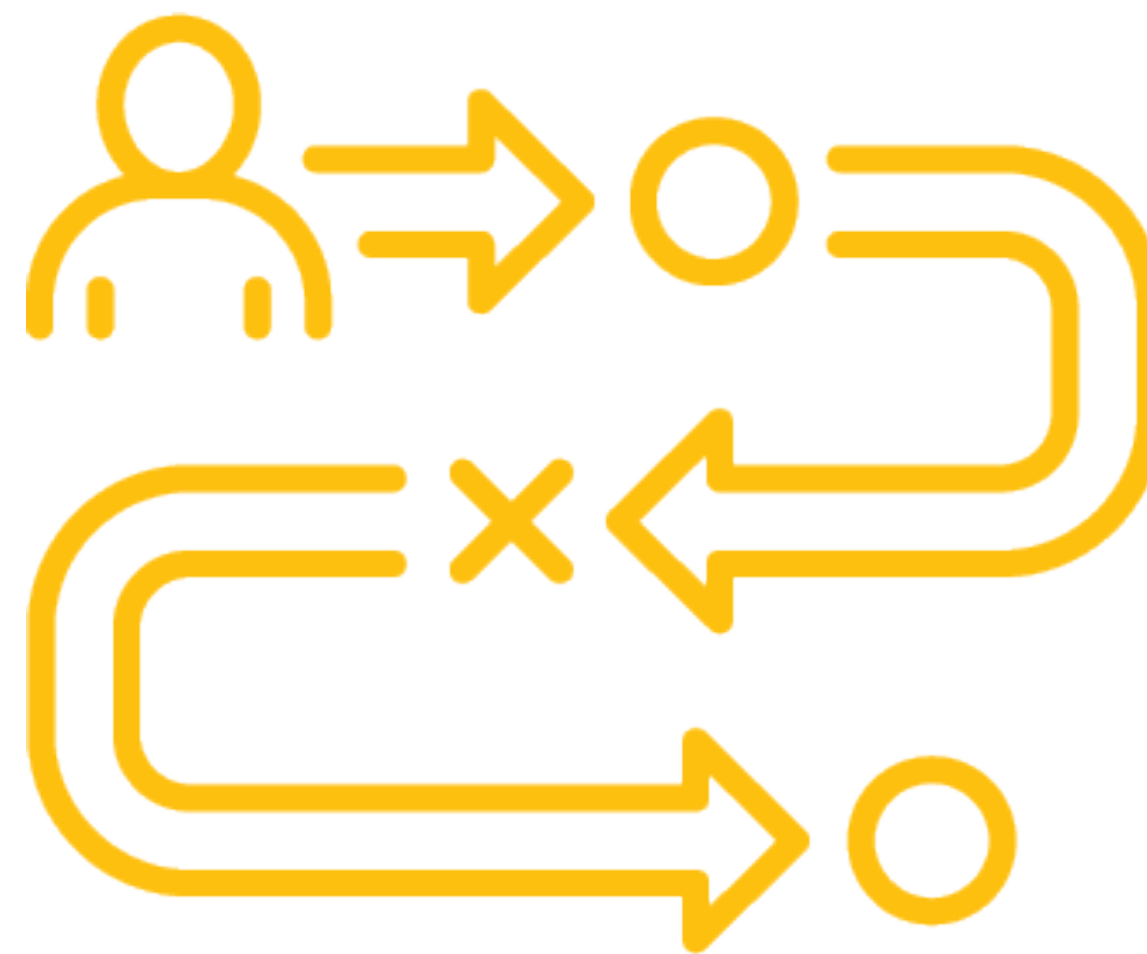
PIPELINE



Brainstorming & Inventing

Improve Your

PROCESS



Software & Consulting

Train Your

PEOPLE



Training & Coaching

Fill Your
PIPELINE



Our 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



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>



*Living
Laboratory*

Global
Consumer
Confidence



INNOVATION ON INNOVATION METHODS

11 Major UPGRADES When Confidence Dropped





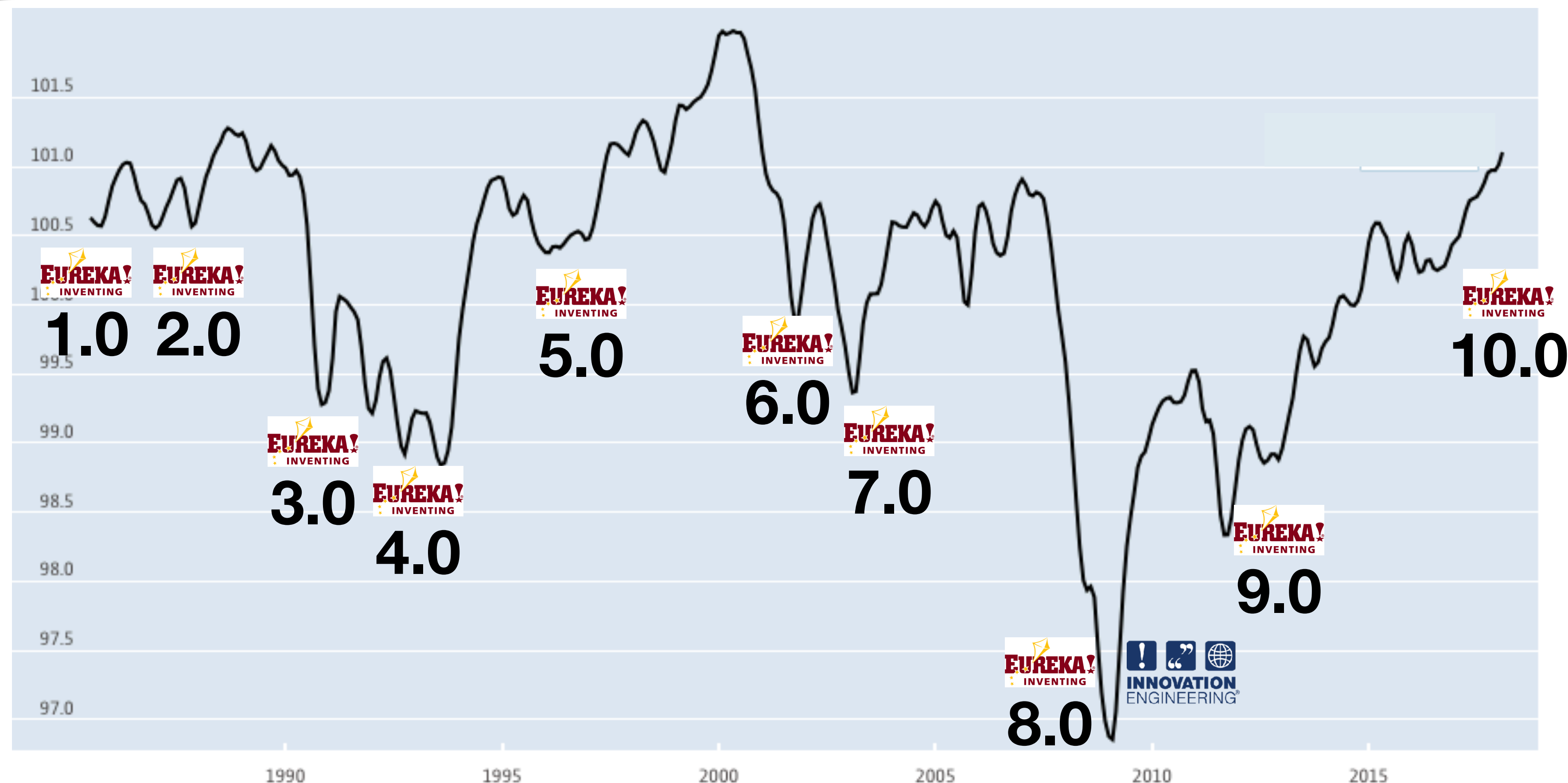
Living
Laboratory

Global
Consumer
Confidence



INNOVATION ON INNOVATION METHODS

11 Major UPGRADES When Confidence Dropped





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

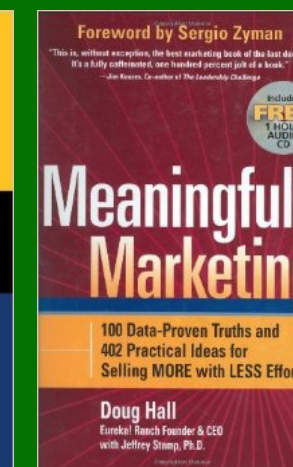
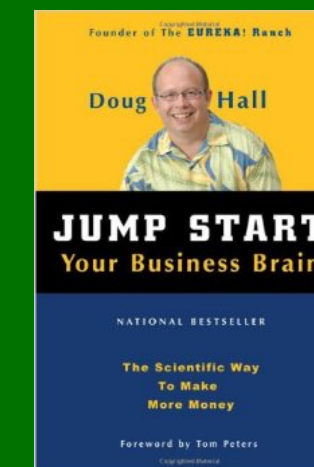
10 Major UPGRADES When Confidence Dropped

Global
Consumer
Confidence



2

*DATA Drives Decisions
on Big Ideas*



**Write and Test for
Meaningful & Unique**



Living
Labo



INNOVATION ON INNOVATION METHODS

10 Major UPGRADES When Confidence Dropped

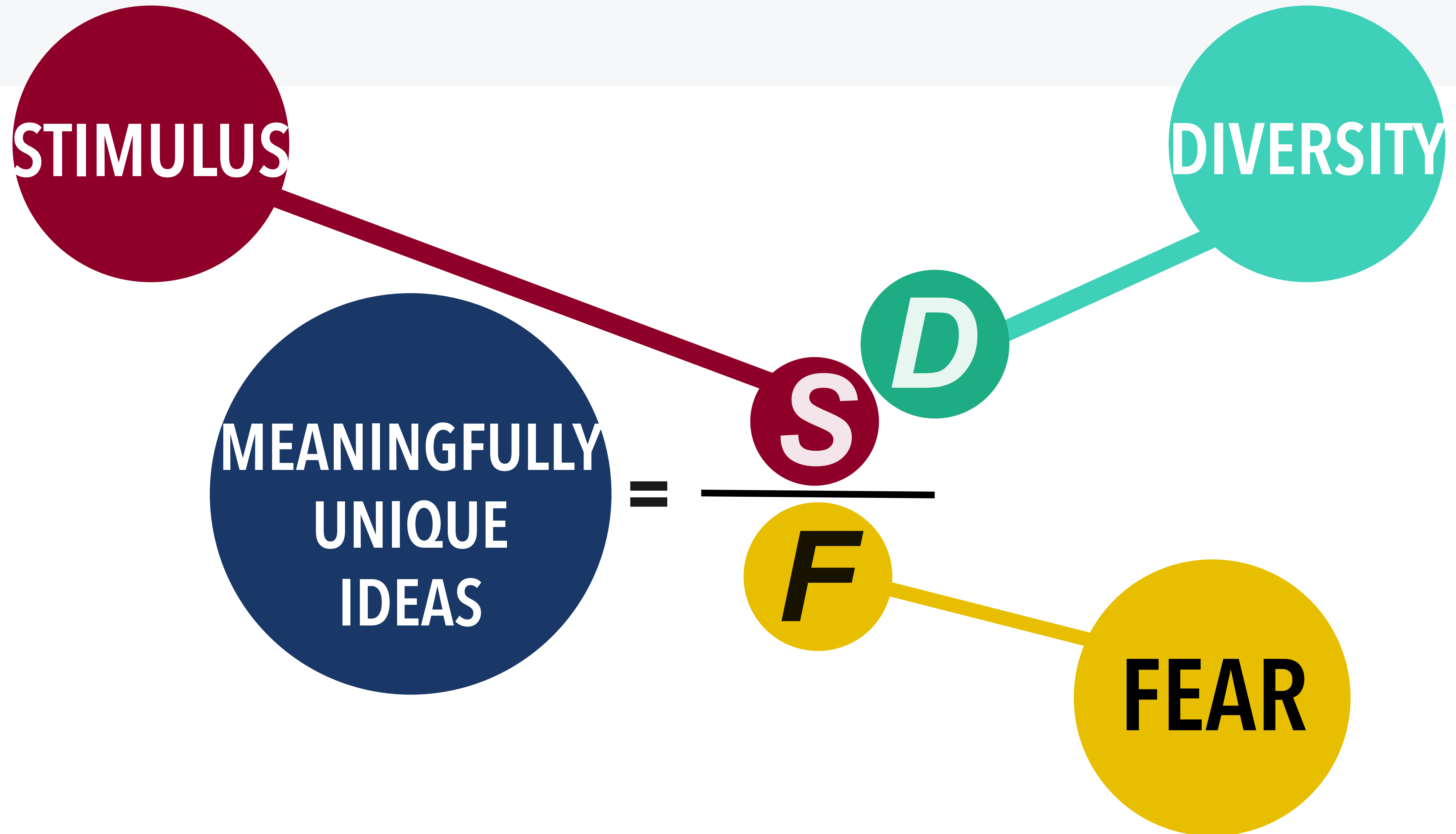
3 *FAILURE NOT AN OPTION*
Need to Turn from ART to Science
= System Driven Innovation



INNOVATION
ENGINEERING®

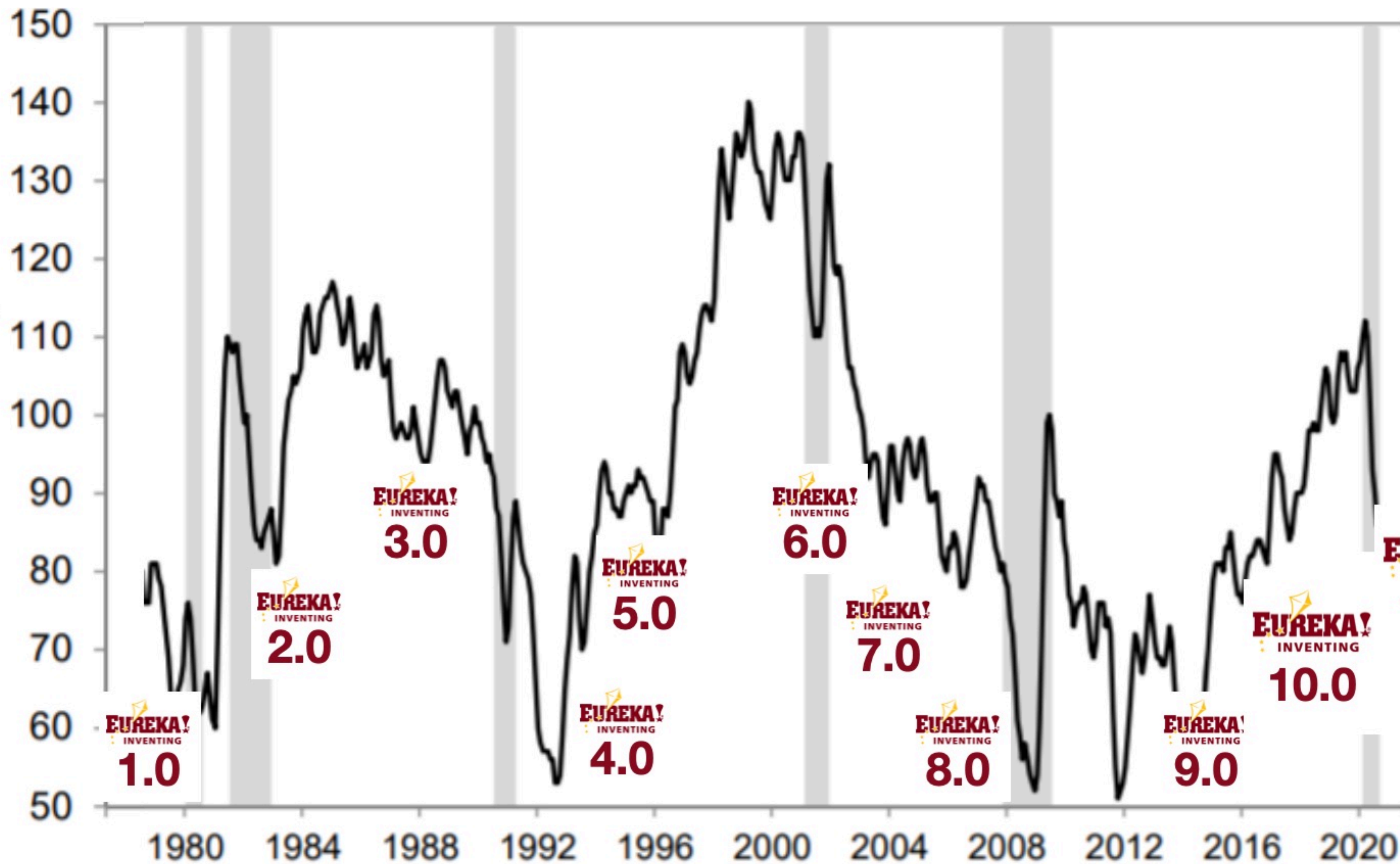
***Methods to Reduce Risk and Drive
Out Fear & MORE EDUCATION***





Consumer Confidence

Correlates with Brainstorming Effectiveness



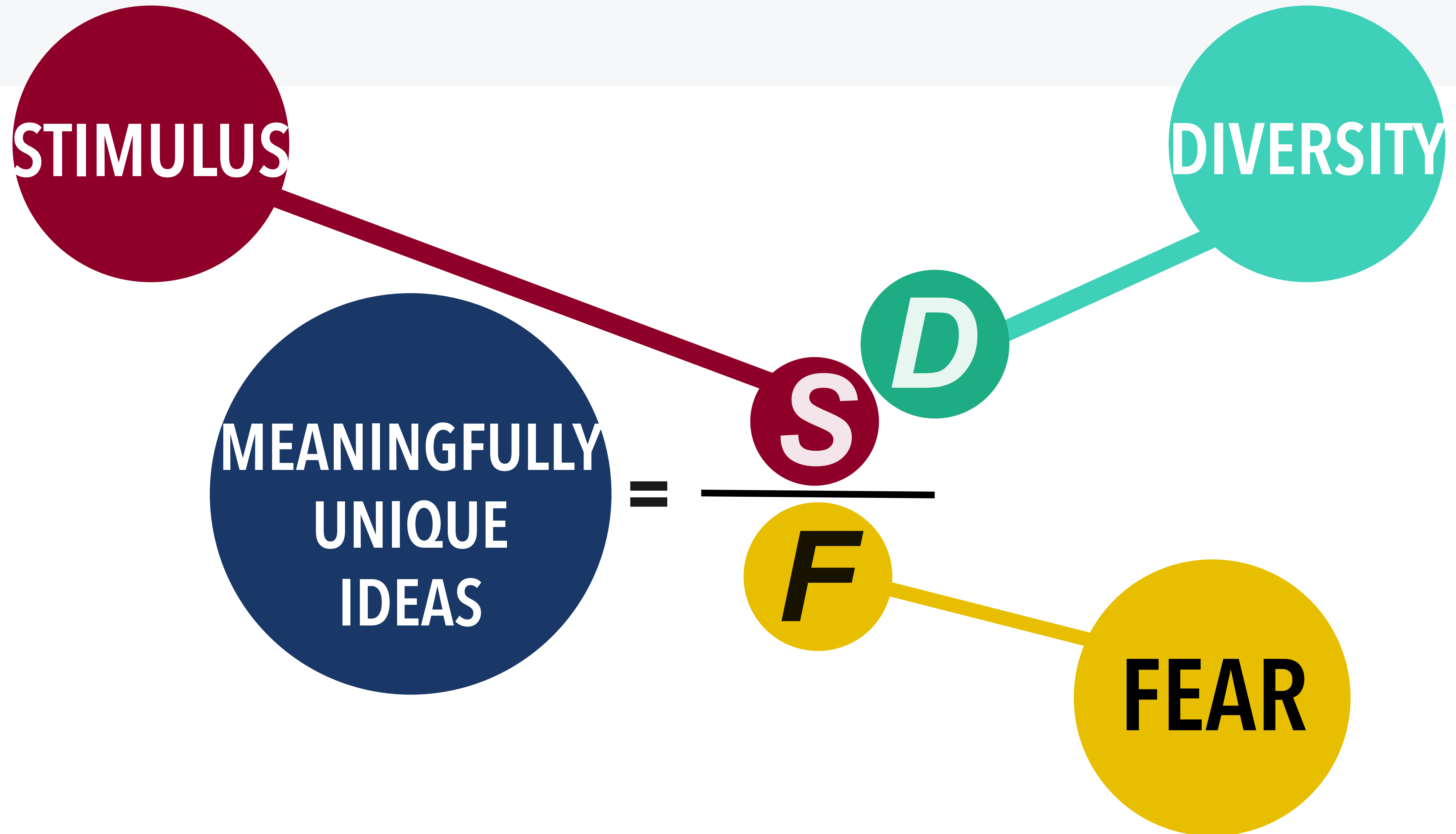
NEW NEWS

**OnLine
Brainstorming
Beats In Person!**

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

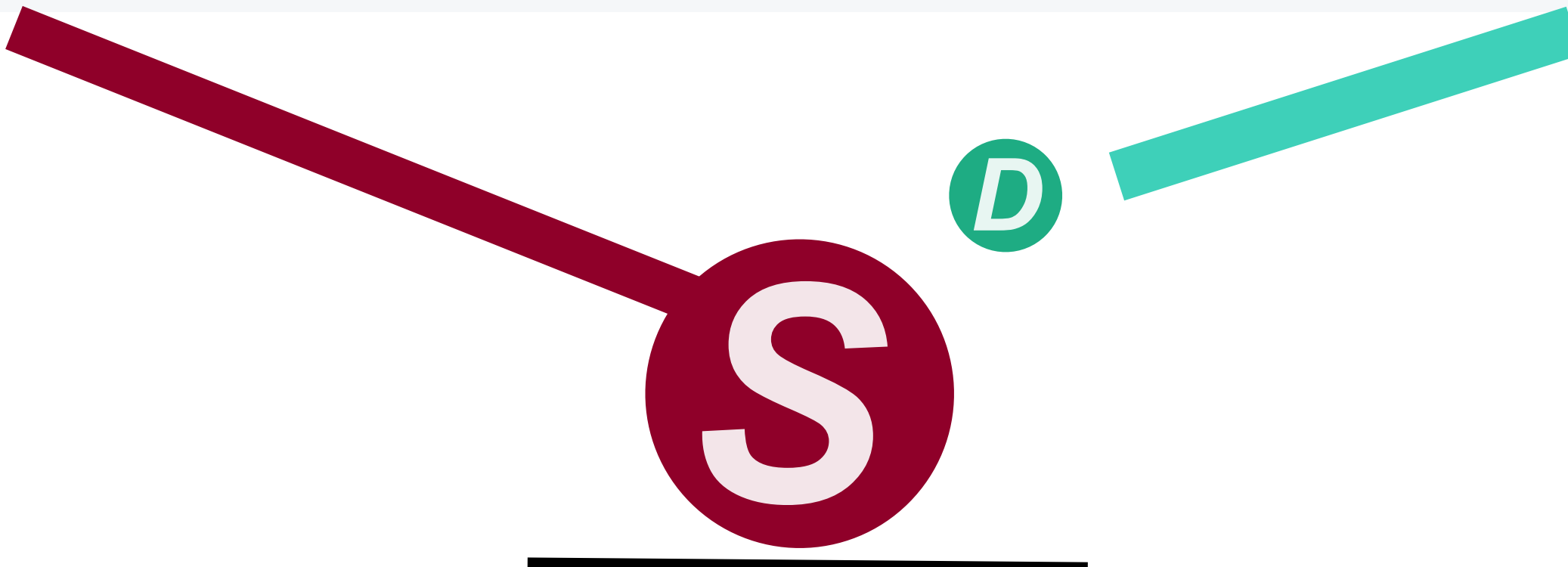
BIG IDEAS

**CAN HAPPEN
EVEN NOW!**



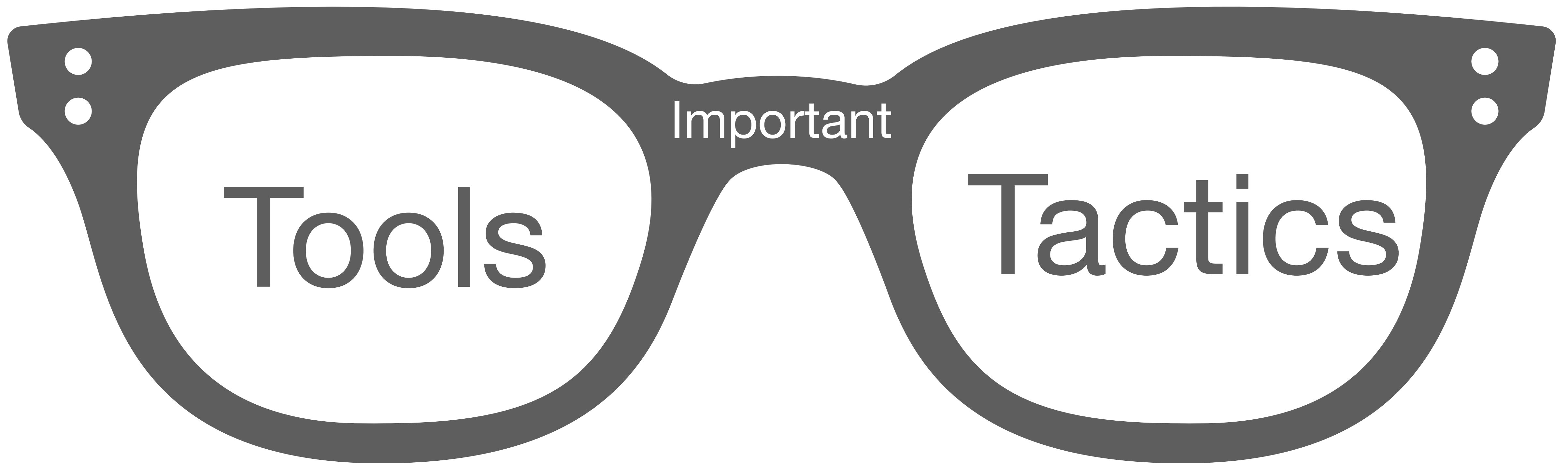
STIMULUS

DIVERSITY



FEAR

Framing





Inspire



Build

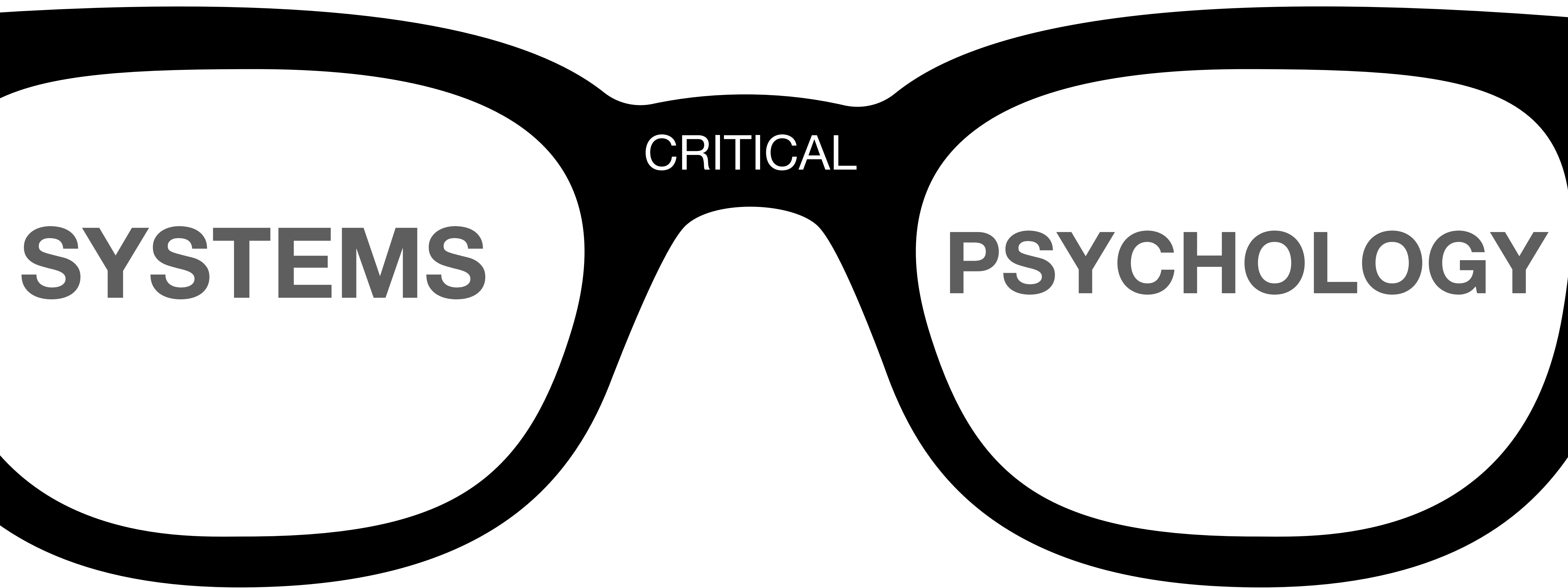


Test



Collect

Framing



SYSTEMS

CRITICAL

PSYCHOLOGY

3 THINGS FOR 2020



**INDEPENDENT
THINKING.**



**EXPONENTIAL
DIVERSITY.**

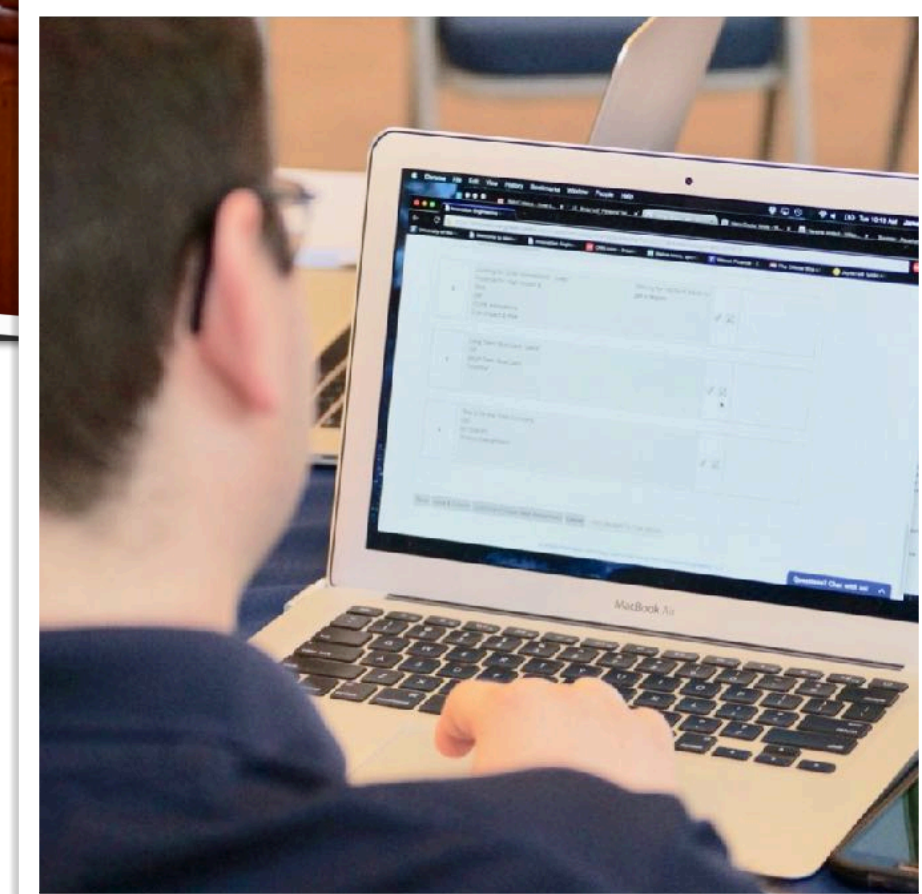
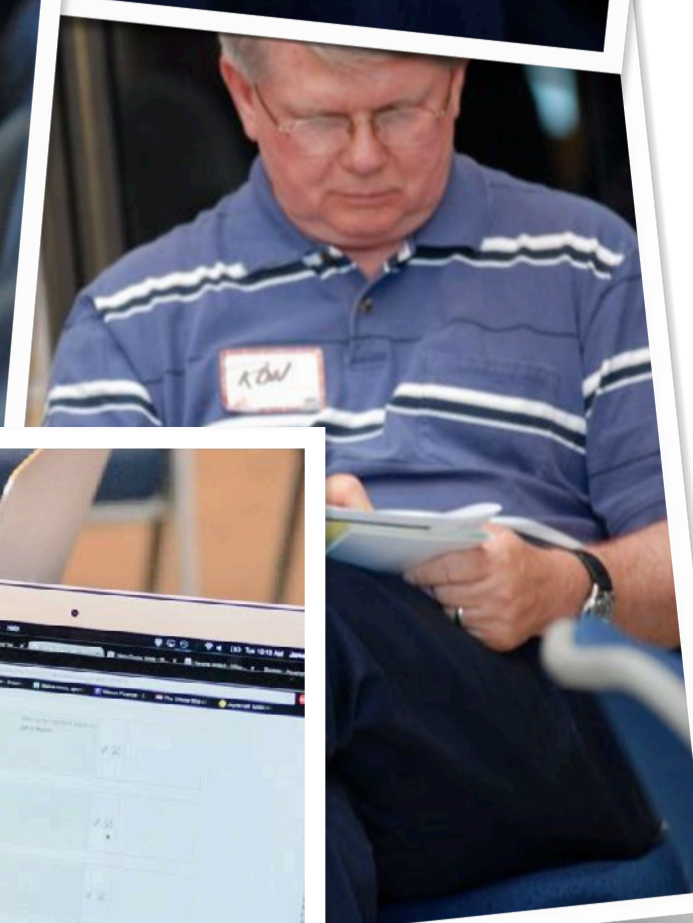


**PSYCHOLOGICAL
SAFETY.**

The Best Thinking is NOT photogenic



**INDEPENDENT
THINKING.**



The Best Thinking is NOT about FUN



**INDEPENDENT
THINKING.**



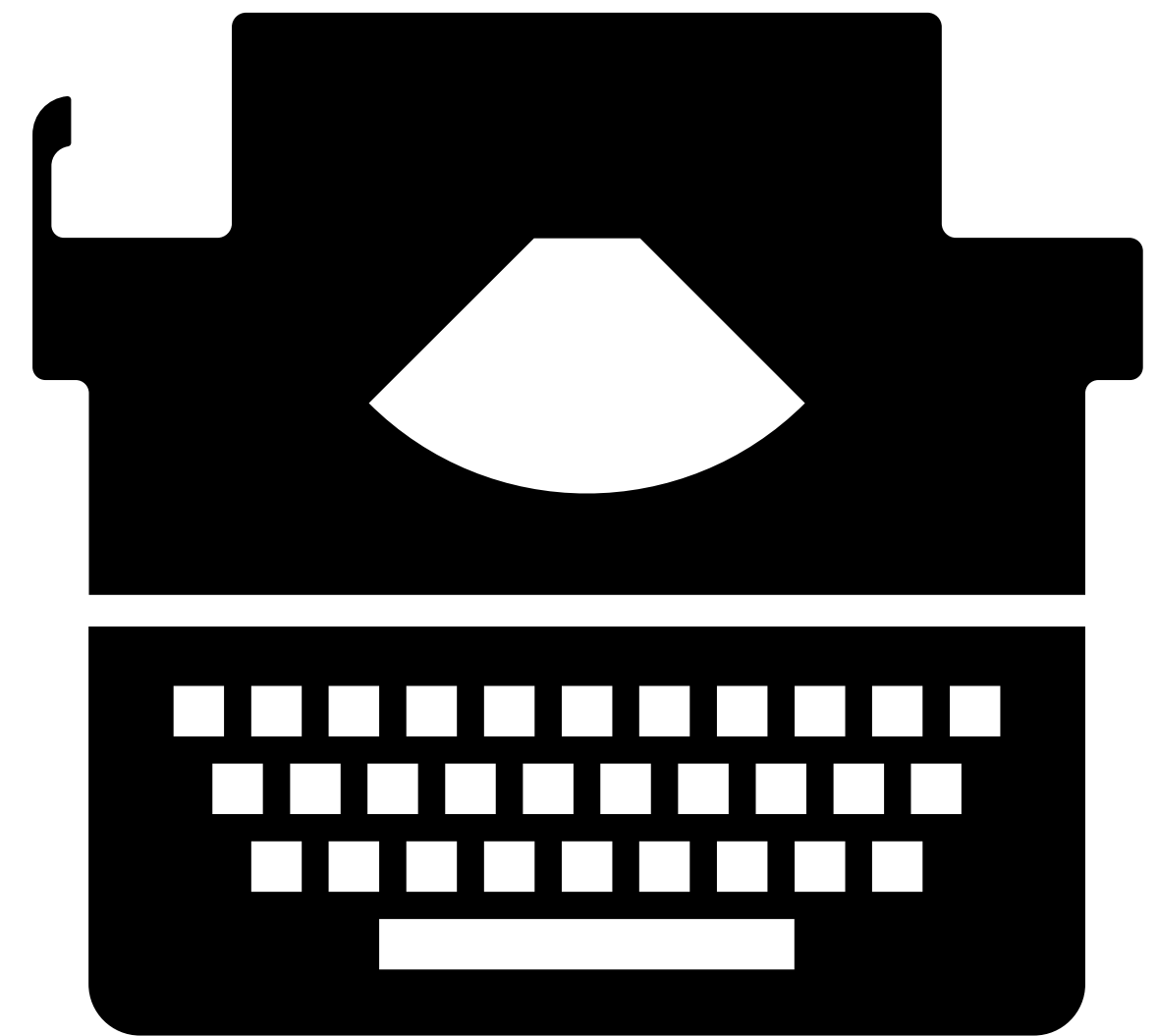
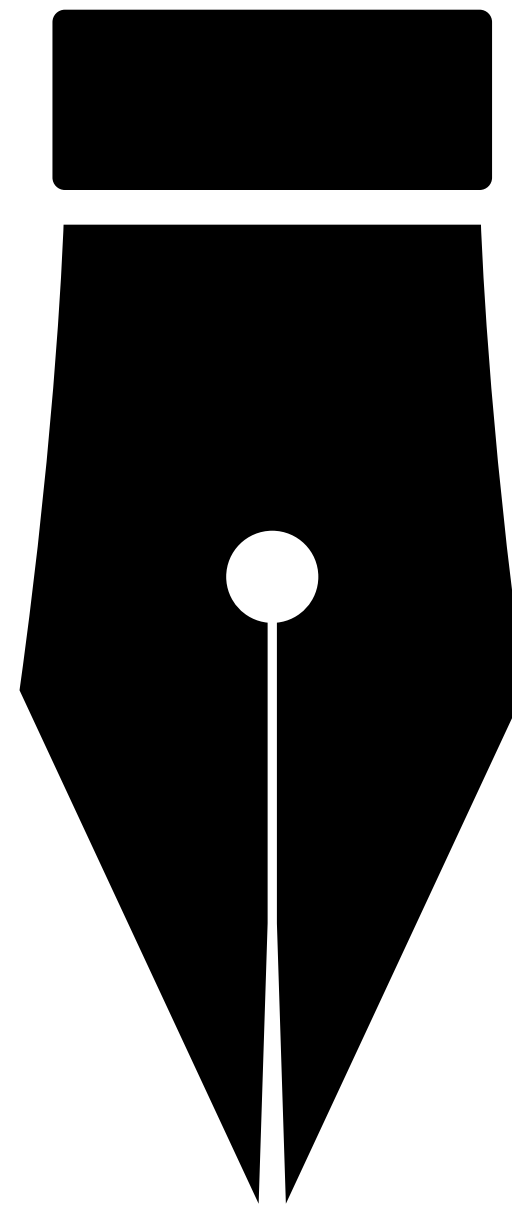
“FUN IS
fundamental.”

Does NOT 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”***

Session to capture ideas online
Enter your idea

Innovation Name: *suggestive of the benefit*
Get out of our own way

News Headline: *In a sentence - what makes your innovation MEANINGFULLY UNIQUE*
A way to make decisions in 10 minutes

CUSTOMER: *WHO specifically is the customer for this innovation*
for people in emergencies that have to make decisions fast

Customer PROBLEM: *WHAT customer problem or wish does this innovation solve*
I don't feel confident in decision

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: *Specify the price and the units.*
\$ for
Value: *What makes this price a good value to the customer?*
Passion: *This Project is important because...*
Death Threats: *Major Challenges or risks associated with this innovation and something to DO to learn more.*

+ Upload File

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: Specify the price and the units.

\$ for

Instantly Collect & Share

to use it. Our Annual Backyard Pollinator Friendly Program, we will help you make your yard safe for bees (and other pollinators) and provide you with a "Pollinator Friendly" sign to display proudly in your yard. We could have a list of what to look for in your yard to 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

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

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

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

Free Form Idea

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

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...

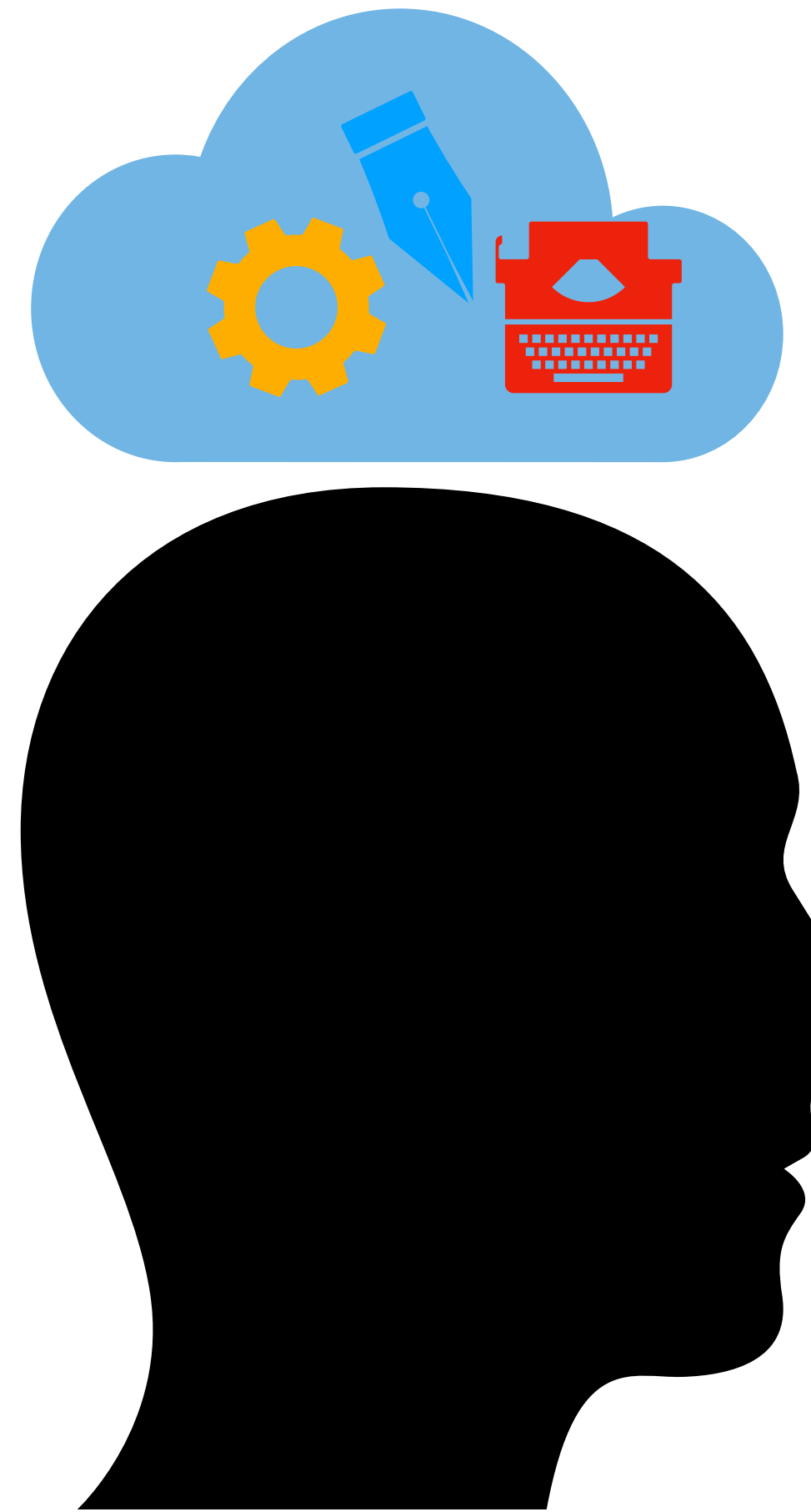
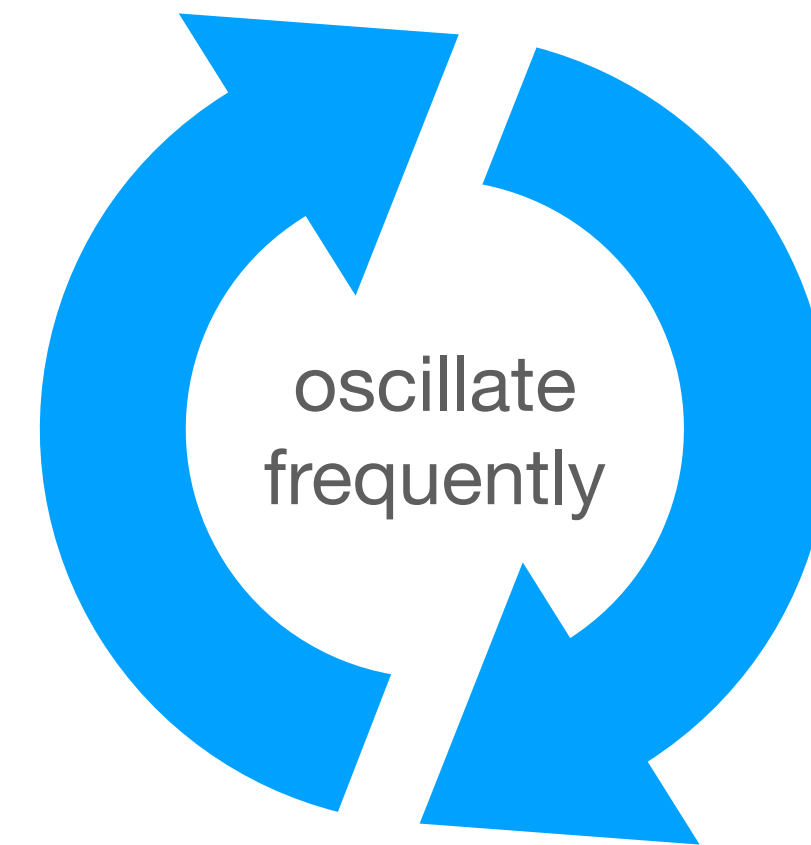
OLD WAY



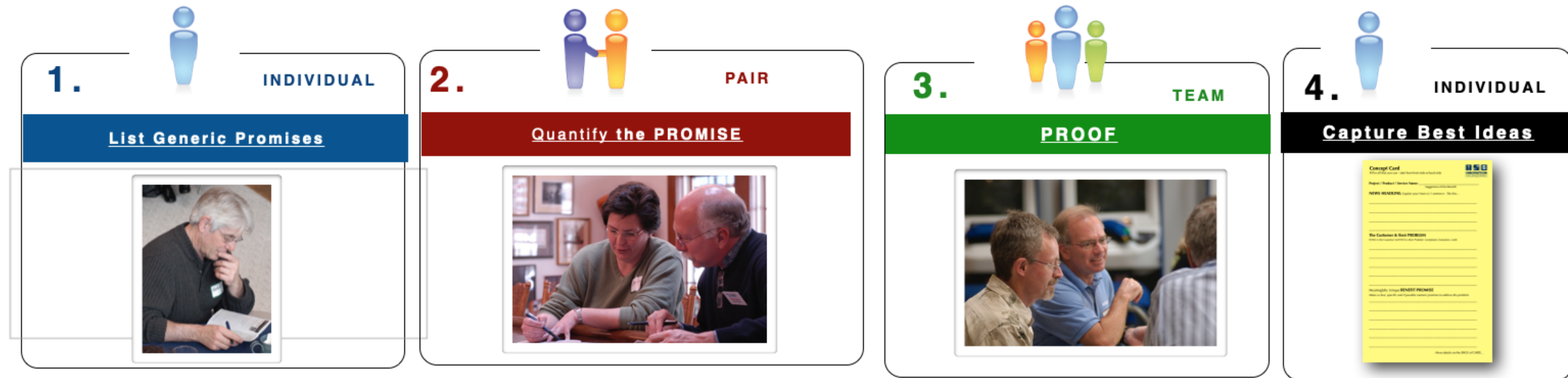
The Best Thinking dials up DIVERSITY



**EXPONENTIAL
DIVERSITY.**



TEAM Inclusion & INDIVIDUAL Incubation



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.

Spark Deck
Services

"The U.S. estimated market value for personal coaching was \$965 million in 2015 and \$1.02 billion in 2016, compared to \$707 million in 2011. I expect this market's value to reach \$1.34 billion by 2022 -- or a 6.7% average yearly growth rate from 2016 to 2022."

<https://img-research.com/personal-coaching-industry-tips-1-billion-and-growing>

How can we offer "accountability" as a service for those committed to making healthy choices?

How can we support the development of results-based community accountability?

How can we make results of healthy choices "visible" to re-enforce ongoing commitment and engagement?

https://youtu.be/p0T1-u_JLU

One of the great thinkers on the future is Ray Kurzweil, author of *The Age of Spiritual Machines*, and *The Singularity is Near*. He was heard at a speech indicating that in about 10 years, the average life span of humans will start increasing one year for every year that passes (given advances in medicine, IT, etc.).

<https://www.futurist.com/2006/02/16/aging-health-and-the-sing-tern/>

As society changes, what new services will our customers need to lead a their healthiest life?

How can we make proven non-traditional or difficult to access health services available to loyal customers in-store?

What if we could show customers the gains they make towards their healthy goals (real time) with every healthy meal choice?

Graph 1: Post music pain score compared to preintervention

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4073492/>

What if we could "show" diet followers or health enthusiasts every element of the food they consume?

<https://mobile.ny.milky.com/news/apple-or-lemon-what-your-food-is-made-using-augmented-reality-5173674/>

How can we leverage virtual services to improve different customer segments' ability to make consistent healthy choices?

<https://myfoodband.co.za/news/technology/53645-ai-like-app-aims-for-better-services.html>

Social learning approaches have a **75:1** ROI ratio over web-based training.

<https://otolearn.com/75-learning-trends-and-outlets-to-know-for-2017/>

Do you need your learners to actually learn?

<https://www.otolearn.com/>

What if we could inspire and educate customers - in 2 min bites at a time?

How might we leverage app engagement tracking by customer segment to improve their experience in store?

How could we gamify learning so meeting "challenges" allows customers to "level up" and gain access to exclusive benefits?

<http://www.fanpop.com/video/-men/answers/show/24692/white-bird-way-level-up-character-trait-abilities-a-men-legend-2-video-game>

What do health curious customers spend their time on that we could offer as a service?

<http://www.aka.org/fight-aka-ice-bucket-challenge.html>

How can we offer experiences that will bond customers to the community as well as to us for years or generations?

How can we turn "challenges" or clubs into a value added service for loyal customers?

<https://www.apartan.com/en>

Step 1

<https://youtu.be/WQdAMRQw>

How can we help customers access the tools they need to make healthy choices?

How can we connect customers to our "experts" anywhere?

<https://www.facebook.com/search/top?q=happy%20valley%20kitchen%20gadget%20exchange>

<https://www.accoaround.com/>

"Studies have shown that one of the most important predictors of a peoples' health is the quality of their social relationships...A community is built on service, on participation, and on interactions."

<https://socialmediagangster.com/social-media-marketing/what-a-community-worth/>

CrossFit

<https://www.gutenberg.org/files/111584/111584-h/111584-h.htm>

What if we provided a way for our health enthusiasts/diet followers to come along side of the health curious to reduce lapses?

A local Winnipeg radio station (QX104) has a 'group' called the QX Nation. It is made up of loyal listeners (self selected), who are willing to engage in activities that support the station (e.g., sharing their likes/dislikes to influence playlists, etc.) in return for chances to win prizes, etc.

<https://www.qx104fm.com/>

What if we could engage loyal shoppers to help us get smarter about the products and services they need to empower their health journey over time?

How can we make getting feedback feel like they get an exclusive benefit that others don't receive?

User experience

Design

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

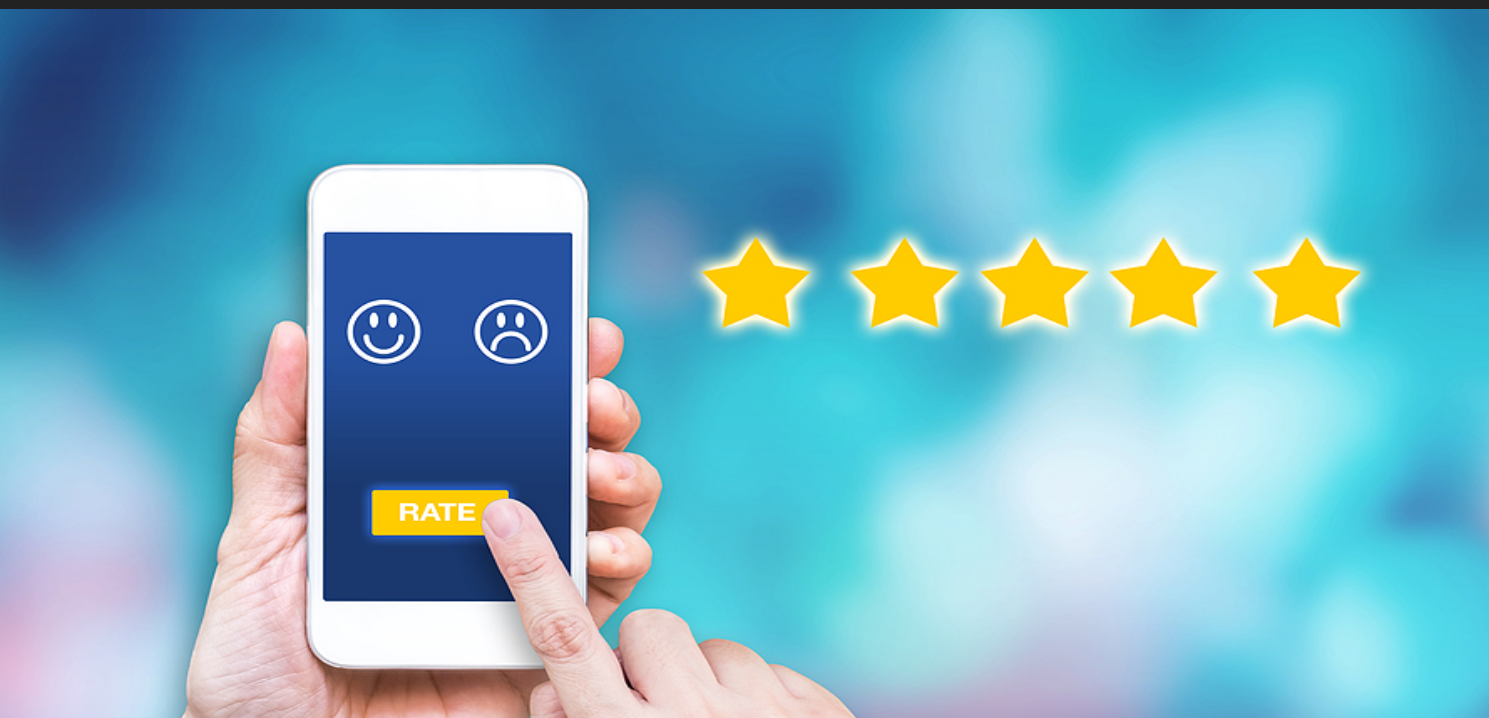
FAST ROUNDS OF EXTERNAL FEEDBACK

Research is not a guillotine for ideas



**PSYCHOLOGICAL
SAFETY.**



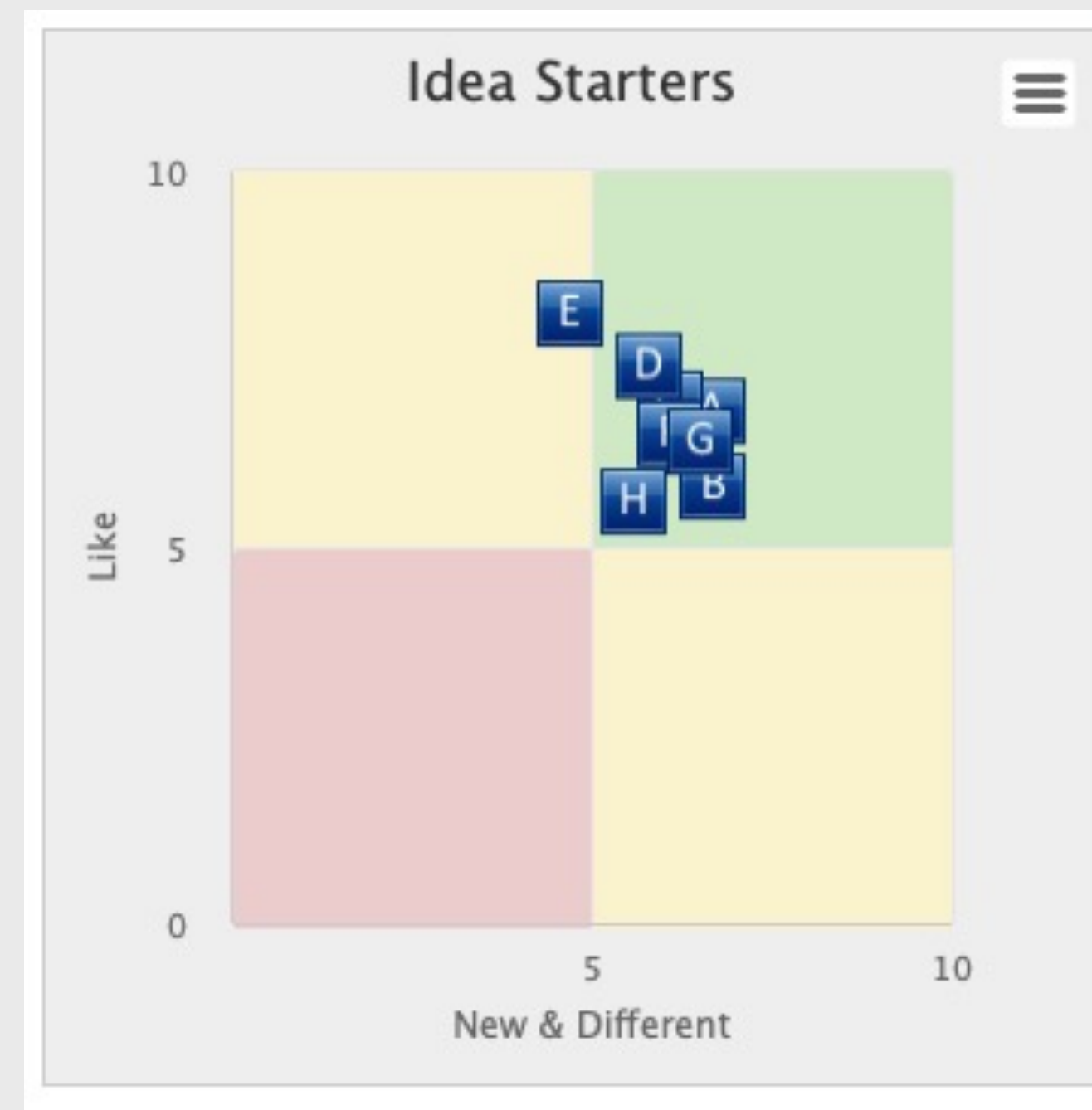


Test

**CUSTOMER FEEDBACK
IN ABOUT AN HOUR**

The Real Question:

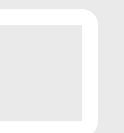
Are The Ideas Any Good?



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

Get Results In As Little As An Hour!

Research is an aid to our judgement



$$\text{MEANINGFULLY UNIQUE IDEAS} = \frac{S^D}{F}$$

$$\text{MEANINGFULLY UNIQUE IDEAS} = \frac{S^D}{F}$$

$$\text{MEANINGFULLY UNIQUE IDEAS} = \frac{S^D}{F}$$

IDEATION CYCLES

QUANTITATIVE
SCREENING
WITH YOUR
STAKEHOLDER
OR CUSTOMERS

REVIEW & IMPROVE



Hour 1

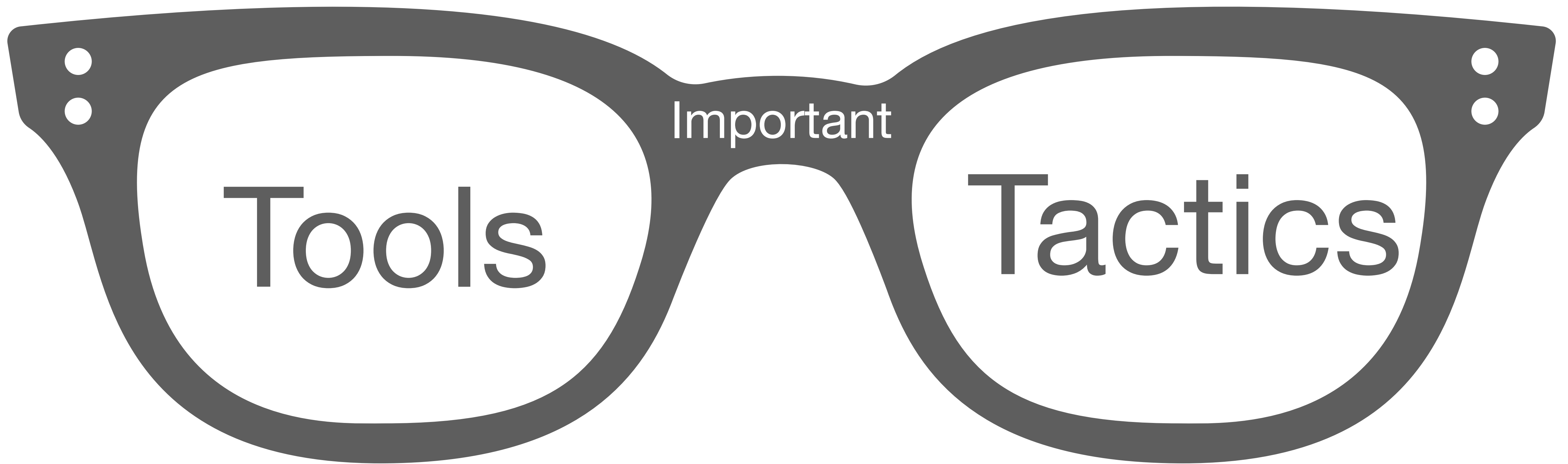
Hour 2

Hour 3

Hour 4

Hour 5

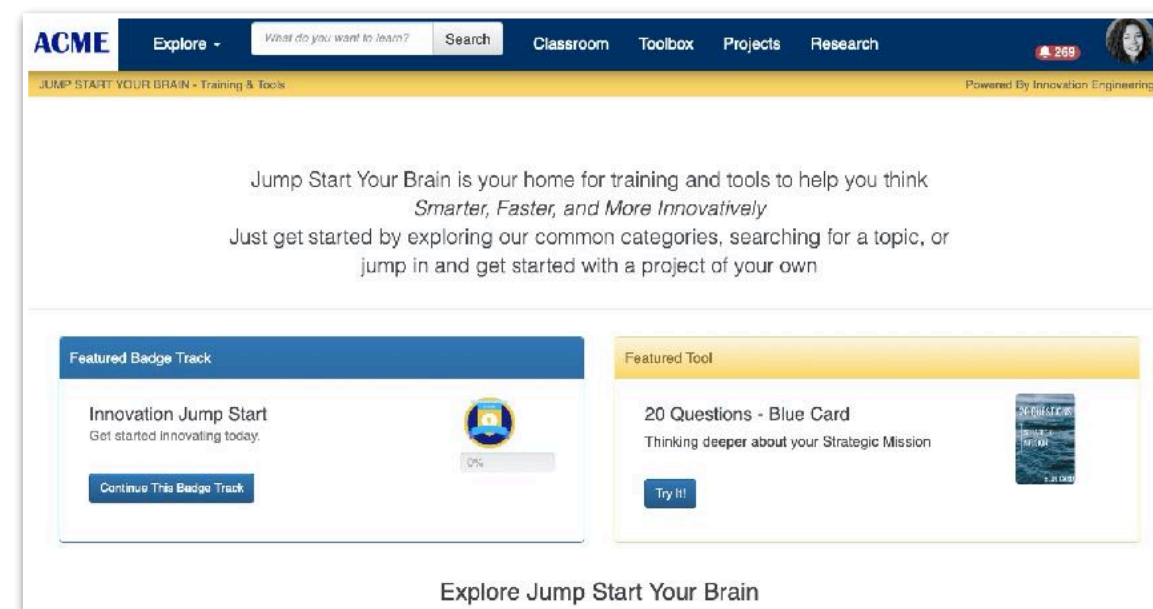
Hour 6



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**

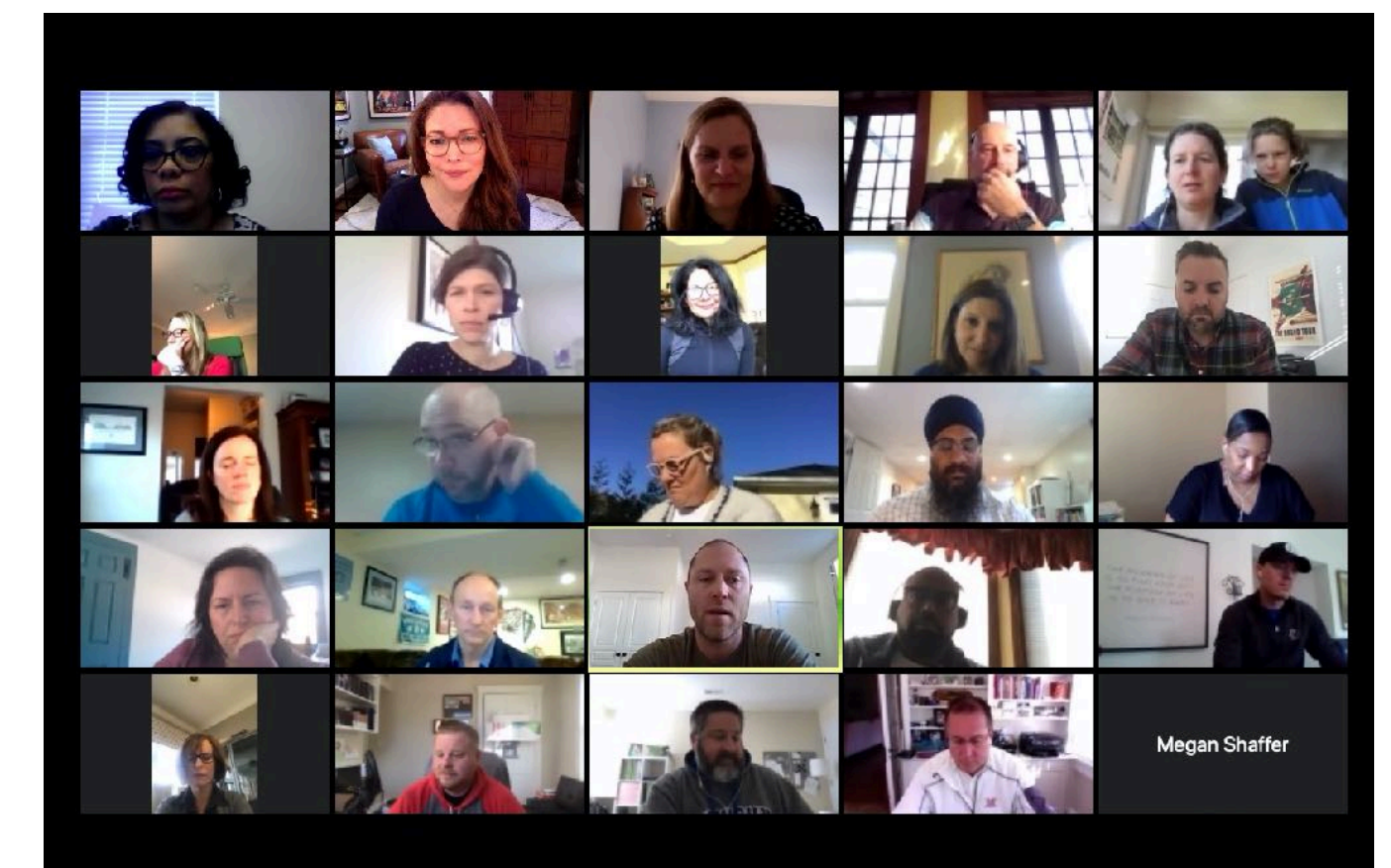
Idea Sharing,
Stimulus,
Research
Platform



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



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