



INNOVATE. ACTIVATE. ACCELERATE.

NOTES PAGES

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A series of bite-sized strategic ideas, exercises, frameworks, and thought-starters to keep you focused on the big picture.

NOW, GET TO WORK!

Congratulations! You've just downloaded a standalone collection of the notes sections of "Innovate. Activate. Accelerate. A 30-day boot camp for your business brain." Inside you'll find a 8.5 X 11 formatted version of the notes pages for each day/chapter in the book (not to mention contact information for Jack Nicholson).

And that's great, because, It turns out, e-books are tough to take notes on! These pages are also helpful if perhaps you read the paperback, wrote all over it, and now you want to change all of your earlier answers. No problem! Iteration is an integral part of the innovation process. Print a fresh copy. Rewrite your future. It's like the innovation version of "Lather. Rinse. Repeat."

If you haven't read the book, you may still find value in some of these exercises, but you'd surely miss out on a great deal of the value they can provide, as part of the greater narrative of the book.

You can always procure your very own copy of the book at [Amazon](#).



DAY 1

Remember, there's always a "Day 1."

Q1: What would change the value equation of our industry and our customers?

Q2: How could our business model be disrupted?

Q3: What parts of today's business are we willing to sacrifice for tomorrow's innovation?

DAY 1

Remember, there's always a "Day 1."

Q4: What capital are we willing to invest/risk?

Q5: If it ain't broke, why fix it?

DAY 2

Innovation culture begins with language.

Getting to an innovation-ready mission statement:

Write down your company's current mission statement:

In what ways is your current mission statement aspirational, broad, or energizing? Or, in what ways is it not?

What, if any, impending market shifts or changes might compromise the value of your current mission statement?

DAY 2

Innovation culture begins with language.

List five ways your company helps people that do not mention your specific products or services:

List five ways your company helps people that do not mention your specific products or services:

DAY 3

Learn to see with new eyes.

Can you identify and list out any industries (including your own) that exemplify any of these target behaviors?

When you think about those industries, what disruptive solutions come to mind?

How would a disruptive entrant into your market view your business through these lenses?

DAY 4

Think like a customer from another planet.

What are my customers really buying? (Status? Time? Convenience? Savings?)

Does my business really have to work this way? (How else could we serve our best and worst customers?)

In what ways are we failing our best customers? (What tradeoffs/costs are they accepting for transacting with us?)

DAY 5

Pick the right path.

How will your industry look different in five years?

What is your industry's deepest, darkest secret?

What is the market leader's greatest strength, and how can that be used against them?

DAY 6

Rig the odds in your favor.

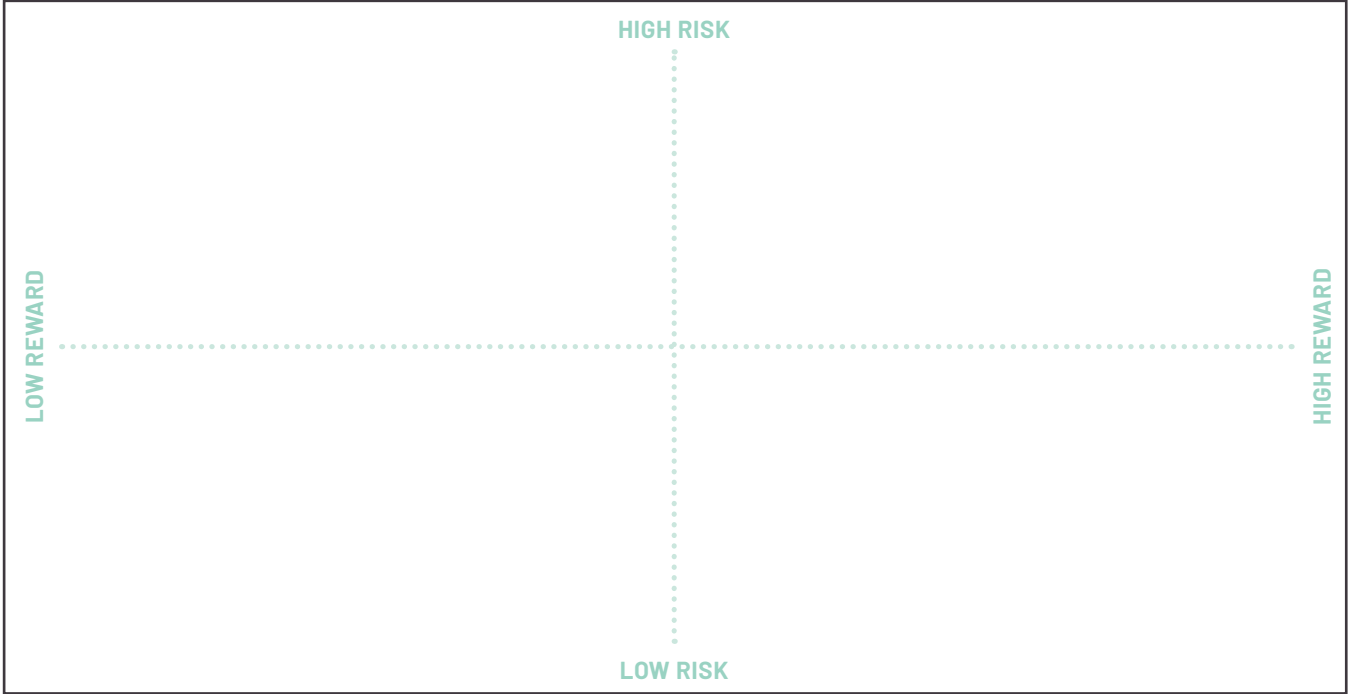
If you had 20% of your EBITDA to invest in R&D or innovation (come on, dream), how would you spend it?

List all of the innovation or development projects currently underway within your organization:

DAY 6

Rig the odds in your favor.

Map those projects on the following grid.



If you were forced to cancel 25% of those projects, but not your overall budget, what would you cut and where would you reallocate the funds?

DAY 7

Play the long game.

What areas of innovation, R&D or exploration offer the greatest opportunities for disruptive innovation?

Who in the organization is dedicated to ensuring those areas are well supported and/or explored?

If you spent 5% of EBITDA to better understand your customers, on what areas of understanding would you invest?

DAY 8

Put your big idea on trial.

What problem are you trying to solve?

How many potential customers have this problem?

How many of those customers are willing to pay to solve it, and how much?

DAY 8

Put your big idea on trial.

How often will they need to solve the problem?

How protectable/defensible is your solution?

DAY 9

Always do the math.

What problem are you trying to solve?

Work through the two calculations below.

$MS = P * PTC * F * R$	$CGI = \% \text{ consideration} * \% \text{ market share} * 100$
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How many of those customers are willing to pay to solve it, and how much?

DAY 10

Take time to write the full story.

Start building an innovation story one element at a time.

The Hero: Describe your best customer today. Describe the problem you solve for your best customers.

The Antagonist: Describe the disruptive competitor that will attack your business in the next three years. What technology will enable that disruption?

The Challenge: Describe how your current offering fails your best/most loyal customers.

DAY 10

Take time to write the full story.

The Environment: Describe the key external risk factors and trends (technological, generational, cultural, competitive) your business will face over the next 3–5 years.

The Goal: Describe the world in which your customers' challenges are overcome.

The Revelation: How to get started: If you could invest 10% of revenue for the next 3–5 years on innovation, describe how you would spend it.

Describe what would help to embed innovation into your company culture (think about what internal roles or functions would have to exist or change).

DAY 12

Beware "good enough."

What are the top five threats to my market share?

Are there emerging technologies beginning to take less-desirable market share?

How could a new market entrant use an emerging technology to attract my best customers and disrupt my business?

DAY 13

Rip success from the jaws of failure.

Recall the greatest failure in your company history. What did you learn from it?

What were the reactions within the company to that failure?

Were there outcomes that could have been different if the failure had been viewed as a learning opportunity?

DAY 14

Learn marketing from Jack Nicholson.

Write a letter to Jack Nicholson, thanking him for all of his great marketing advice.

This won't help your business. But you can always tell your friends you're pen pals with Jack Nicholson.
<http://www.jack-nicholson.info/contact/>

Say every one of the above quotes using your best Jack Nicholson impression. Come on. You know you have one.

Again, this won't help your business. But your Jack Nicholson impression can always use more practice.
The bonus: You will also find yourself with a passing Christian Slater impression by proxy.

DAY 15

Wield influence responsibly.

What percentage of your customers use social media to find information about products or services in your industry?

Who are the key influencers in your industry space?

What (if anything) are those influencers saying about your brand/products/services?

What measure(s) could you use to objectively gauge the success of any influencer strategy?

DAY 16

Don't follow the leader.

Which, if any, of the above behaviors does your company exhibit?

If you stopped those behaviors, how would it change your approach to market?

What would you predict the outcome of those changes to be?

DAY 17

Ask WTF is ABM?

Make a pros-and-cons list for using ABM as the sales and service framework for your business.

Walk through the six steps listed in the "transformation from vendor to partner" section above and document your findings.

DAY 18

Grab your SEM by the long tail.

What are the most common long-tail searches that drive visitors to your site?

Craft an SEM ad that explicitly supports your market positioning. Here are the ad parts you need to draft:

Short headline: 25 characters max, may appear by itself or with the description

Long headline: 90 characters max, may appear by itself or with the description but never with the short headline

Description: 90 characters max, only appears with a headline and may be shortened in tight spaces

DAY 20

Learn to read the tea leaves.

Create a two-column list:

Column 1: List the analytics measures your business is tracking.

Lined area for writing in Column 1.

Column 2: List measurable business outcomes associated with each measure.

Lined area for writing in Column 2.

Schedule a standing call or meeting with whoever in your company is keeper of the analytics.

DAY 22

Up your millennials game.

Consider and write down five ways the emerging millennial workforce may change your markets.

What three things should your business be doing differently given the above considerations?

DAY 23

Meet Generation Z.

What could you be doing more of to generate affinity and brand preference among Gen Zers?

What should you be doing less of?

Download the complete Gen Z research report: <https://www.magnani.com/gen-z-report>

DAY 24

Think like a challenger.

What challenger hero story best aligns with your business strategy and why?

If you focused dollars and efforts more narrowly, what marketing, sales, PR efforts could you enhance or omit to improve your measurable return on budget?

What SKUs could you drop or improve to better align with your strategy?

What about your business would you be willing to risk (market share, relationships with certain distribution partners, etc.) to attain your competitive goals?

DAY 25

Rethink your growth strategy.

What are the pros and cons of your existing growth strategies?

How do your estimates of growth relate to overall industry/category growth patterns?

What are you doing now that you might rethink, given the above considerations?

DAY 27

Embrace deep learning.

What processes within your business could a competitor improve upon with AI or machine-learning technology?

What resources/buy-in would you need to begin exploring the increased use of machine learning in your business?

Write your competitors' scripts for selling against your new AI infused business experience.

DAY 28

Automate as much as possible—but no more.

Perform a SWOT analysis of the state of automation in your business in relation to the industry overall:

Strengths

Weaknesses

Opportunities

Threats

DAY 29

Don't outspend them. Outsmart them.

Perform a SWOT analysis of the state of automation in your business in relation to the industry overall:

	You	Competitor 1	Competitor 2
Positioning			
Main Competitive Advantage			
Key Driver of Success (statistic)			
Key Measure of Success			

What is your optimal conversion metric (e.g., form fill, subscription, sales)?

Looking at your web analytics, what is your current conversion rate?

Looking at your analytics, at what point before a conversion are most visitors abandoning their journey with you?

What could you change about the user experience at the most common point of abandonment to improve conversions by 10%?

DAY 30

Keep your chin up.

If you found yourself in a position to require a strategy re-assessment, which of the above might work for you and why? (If none, why not, and what would your alternate strategy look like?)

If you were purchased by a competitor, what changes would they make to your business?
