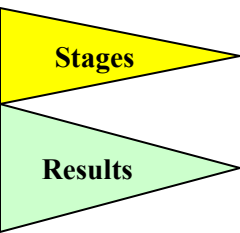
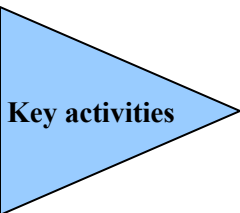


Comparative "Innovation Stages" - openinnovators

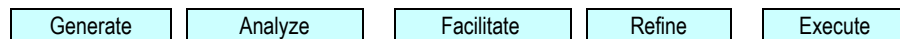


Insights & Perspectives			Define Problem & Generate Ideas			Test & Refine		
Generalized statement of a problem or opportunity	Volumes of Information, Data, Scenarios, etc	Key Insights & Implications	Specific Strategic Opportunities and/or Challenges	Voluminous Ideas & Fragments	Basic Concepts	Level two Concepts and Draft Recommendations	Refined Proposal & Business/Tech Cases	Reduced Uncertainty - Establish How the Program Fits within Company

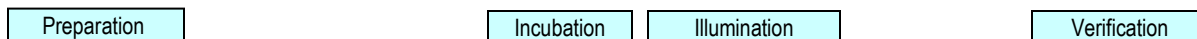


Sense of disequilibria between the current state and a more optimal state	Observation of the environment Internally, Externally, Future, Past, etc	Reconciliation of the data according to our contextual views, prejudices & perspectives	Re-definition and amplification of the insights within the context of the organization's strategy	Generation of fragmentary solutions keyed to one specific opportunity or challenge	Enrichment and synthesis of disparate idea fragments within the context of the opportunity or challenge	Formulation of actionable concepts that receive a pro/con analysis prior to finalization	Iterative refining of plans through prototypes or simulation - to refine business, tech and brand cases	Iterations to reduce uncertainty and pass baton - Portfolio Mgmt Cycles to Establish Fit within Company
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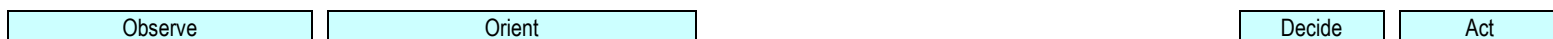
Bucholz "Z" Model



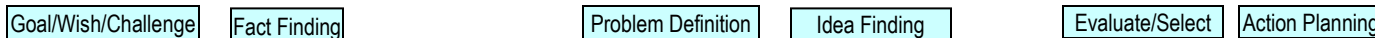
Graham Wallas (1926)



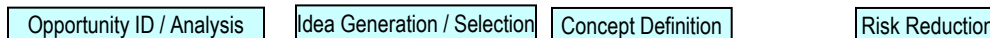
Boyd's OODA Loop



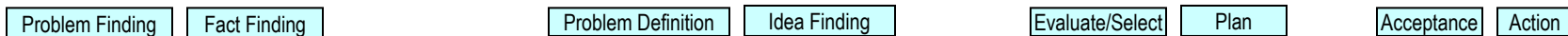
Osborn/Parnes Creative Problem Solving (CPS)



PDMA Front-End Innovation Model



Basadur's Simplex



Sarnoff's Inventiate



Note, all of these methodologies include multiple opportunities for learnings to loop back