

Innovation Toolkit

Sinners or Saints?

The great debate.

Stream: Customer Journey Mapping

June 2018



Why is innovation important?

Every business hopes to be successful, but it's the ability to navigate and understand key trends that separate the successful companies from the crowded field.

A smart business is always looking to the future to identify how the changing market place and customers could re-frame their offer and business.

A smart business is open enough to be self critical, and challenge current ways of working so they can drive efficiencies to strive towards better.

Truly exceptional businesses are brave enough to try new ideas, experiment with new offers, build new business models and value propositions to ensure they keep ahead of the market.

A great innovation process knows what it is setting out to achieve right from the beginning.

It helps you to see how you, and the team define success. It will also

help you to understand just how stretchy the process could become.

Importantly, don't be constrained by this objective. Many innovation processes reveal the unexpected. Critique these ideas against your objectives and ambitions but don't be afraid to re-define your end destination as the process unfolds.

We believe the best time to scope out, and set your purpose and parameters of success is pre-innovation. This provides the team with the time and the space to understand what they are heading towards, and ensures they enter the workshop itself with an open but focused mind.

Coming to you soon, the Netwealth Innovation Toolkit has been designed to give your team a simple, enjoyable program that will help you identify the important changes on the horizon, then start to think about how you can adapt to and innovate to stay ahead of the game.

This excerpt is a sample of the exercises you should expect!

“Get closer than ever to your customers. So close that you tell them what they need well before they realise it themselves.”

- Steve Jobs

Exercise: Heaven or Hell? The great debate.

Time: 45 minutes

Activity: To brainstorm and present an argument in small teams

Goal: Identify the points of pain and delight for your customers

Tools: Post-it notes, Pens, Flip Chart

Step 1: Divide the room into two teams

- 1. Our sinners.** The little devils in the room! Their job is to tell us what makes the financial planning experience sheer hell for your customers! Be wild, Be creative, Be brave, Be honest! Have fun.
- 2. Our saints.** Think Gandhi, Mother Teresa, The person who has to put up with you before your first coffee. Their job is to tell us all the things that makes the financial planning experience wonderful. The pinnacle, the platinum standard, the service you would give to Angelina Jolie or Brad Pitt if they walked in the room.

Step 2: Brainstorm and prepare (15 mins)

Each team should spend 15 minutes brainstorming and building a presentation. Use whatever materials you want – PowerPoint, flip charts, sticky notes, etc.

Step 3: The debate (10 mins per team)

Appoint 1 or 2 people per team to present the argument. Be loud, proud and theatrical. Be prepared to fight your case as if your life depended upon it.

Step 4: Insight team discussion (10 mins)

What you are looking for throughout this process is not the winner of the debate, but the little nuggets of gold, those insight that reveal new ways of looking at your customer experience.

As a team discuss which parts of your financial advice process are in need of fixing and which are working well, that perhaps you can shout about it.

**“Creative people don’t see things
for what they are they see things
for what they could be.”**

- Julie Israel

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