



Read Me

Before leaping into innovation, read this document for a quick introduction to the Speculative Innovation Toolkit and what you'll be doing.

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Welcome to the Netwealth Speculative Innovation Toolkit

Why is innovation important?

Uber didn't kill taxis, poor customer experience and high charges did. Netflix did not kill Blockbuster, convenience did. iTunes didn't kill CD's, being forced to buy full-length albums did.

The best businesses recognise that consumer expectations are constantly evolving and that innovation is required to ensure that these needs are continuously met and capitalised on.

By completing this workshop we believe it will help your team think differently about your customers and inspire new products, services and ways of doing business.

What's in the toolkit

Workshop leader guide: A helpful guide to help you run the workshop smoothly and get the best out of your team. **It contains a checklist for setting up**, including what to purchase prior.

Workshop presentation: The primary reference point for the workshop, it outlines and explains all exercises and activities.

Innovation cards: To use as thought provokers in the exercise.

Templates: For the participants to use throughout the workshop – print these prior.

Pre-reading: To help the team get into the right frame of mind for the workshop.

The workshops

Part A: Generate new ideas

The aim of Part A is to get your team thinking and coming up with solutions to the consumer expectation chosen to focus on.

Part B: Refine and prioritise the innovations

The aim of Part B is to refine the best ideas so that the group can understand if it should be a focus for the business or not. From here the group can vote on and prioritise the innovations that the business should bring to reality.

Important: You need to select either the 'Refinement with the Innovation Template' or Movie poster madness' activity for Part B before the workshop.

What to do next?

1. Decide on the timings and participants.
2. Send calendar invites for the team. The more people you invite the greater the number and diversity of thought.
3. Decide on a workshop leader, if this is not you. Their role is to make sure the workshop runs smoothly.
4. When selecting a workshop leader we recommend you take into consideration the following traits.

Openness: Great workshop leaders need to be open to the many ideas, opinions and ways of working of their team, holding judgement and being patient.

Great listeners: He or she must be able to actively listen, to and remember the many different perspectives in the room. They will need to repeat, sum up, or respond directly to what a speaker said to ensure the speaker's meaning was correctly understood by the group.

Tact: Sometimes the workshop leader must take uncomfortable actions or say awkward things for the good of the group. The ability to do so carefully and diplomatically is critical.

Sensitivity: Innovation workshops can be uncomfortable for many. The workshop leader needs to engender the trust and respect of the room quickly to build an atmosphere of bravery, broad-mindedness and collaboration.

Resourcefulness: A great workshop leader needs to be able to think on their feet and flex the activity based on the feeling in the room. They need to be able to re-frame an activity to help drive understanding and engagement.

A sense of humour: As in most human endeavours, even the most serious, a workshop leader's appreciation of life's ironies, ability to laugh at themselves, and to share the laughter of others enhances the experience for everyone.

5. Send the workshop leader the Workshop leader guide **to read at least 7 days before the workshop**. There may be things to be purchased.
6. Send pre-reading to the team at least 3 days before the workshop.
7. Start the workshop and begin innovating!