

JUICED!™



Wyeth

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What do you want?



Introduction



The 8 Tools:

- 1. Great Idea!**
- 2. Cross-pollination**
- 3. Clean Slate**
- 4. Yes or No**
- 5. Analogy**
- 6. Innovation GPS**
- 7. Idea Factory**
- 8. The Strangest Places**

Creativity vs. Talent



Unlocking Your Business Idea Engine



Tool #1: Great Idea!

Specific FEELINGS/THOUGHTS/ACTIONS

BEFORE

DURING

AFTER

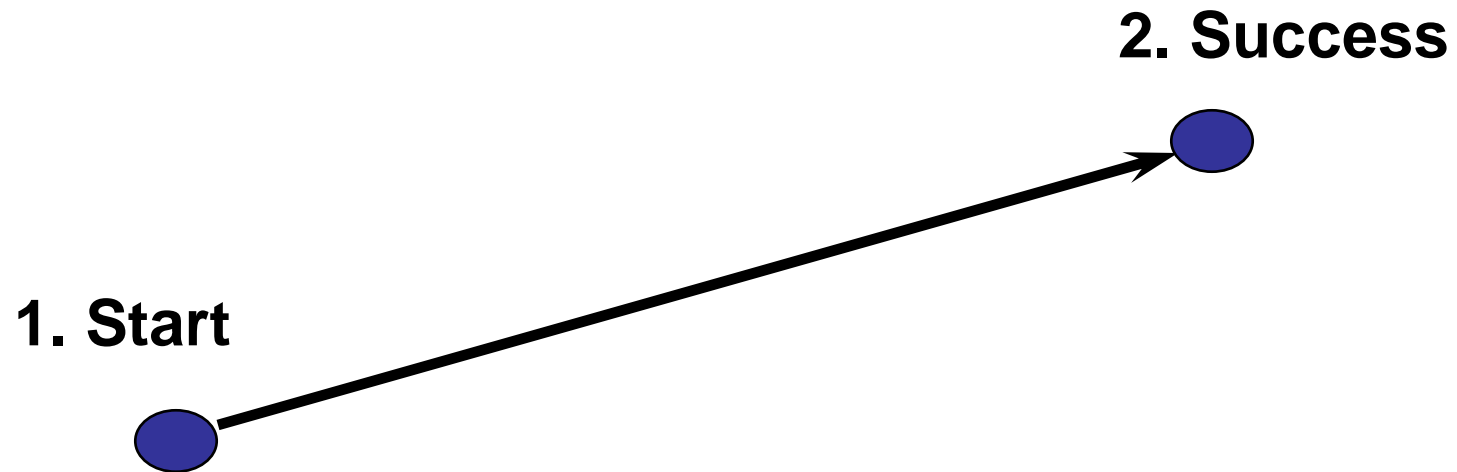
Key THEMES

BEFORE

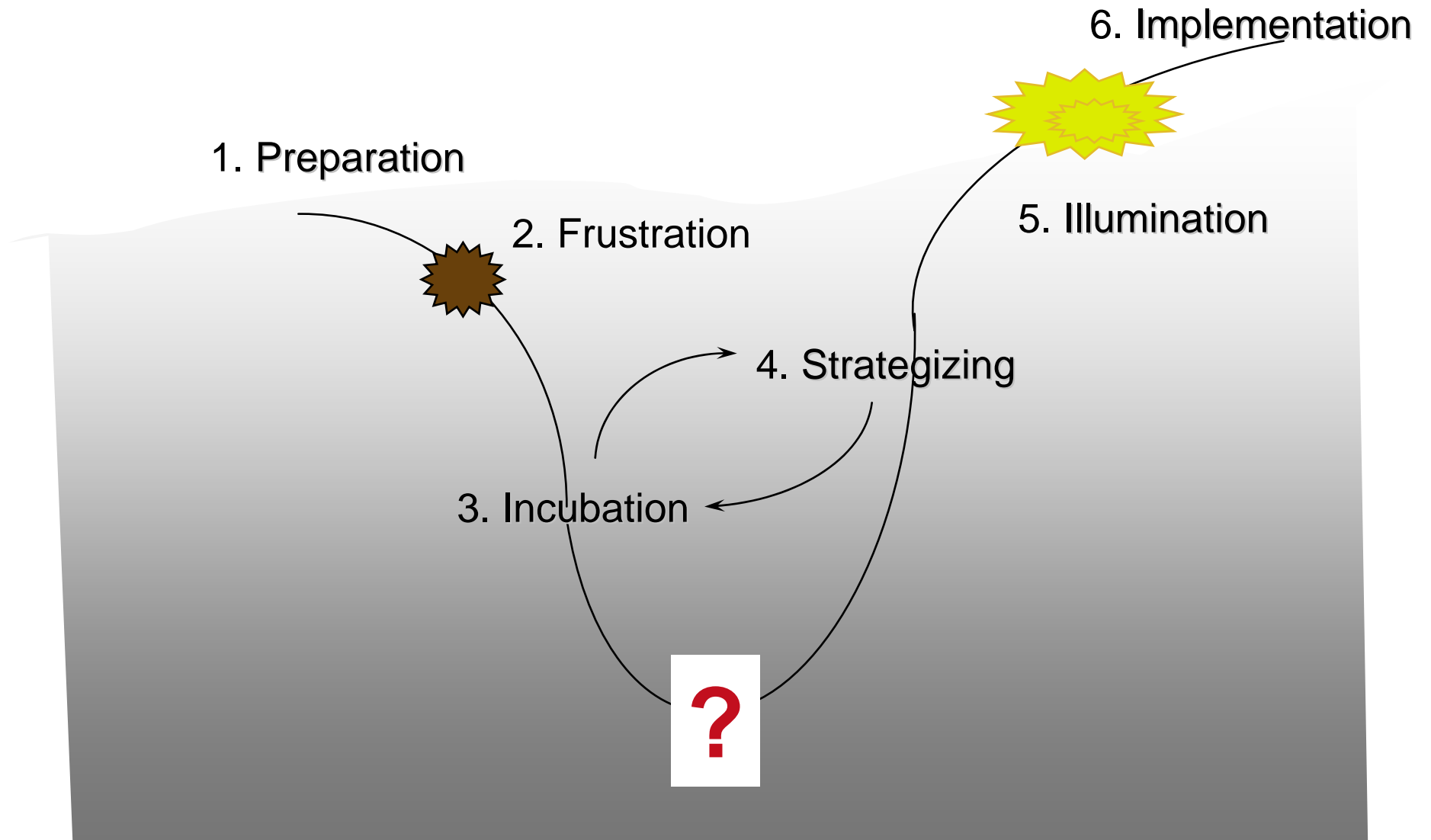
DURING

AFTER

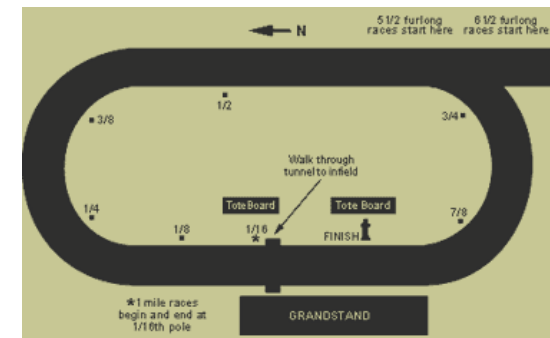
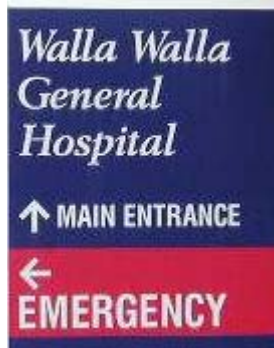
A Common Misconception



Creative Process



Tool #2: X-pollinate!



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Tool #3 Clean Slate



Tool #4

Yes or No



Tool #5 Analogy



Tool #6

Innovation GPS



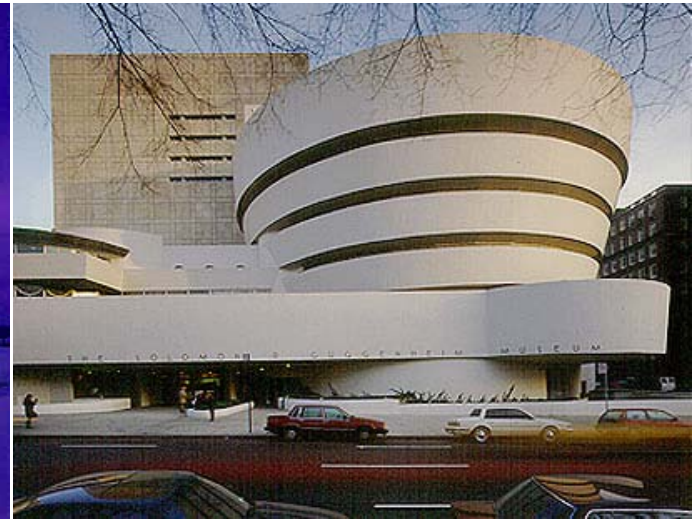
Tool #7

Idea Factory



Tool #8

The Strangest Places



Closing thought

Going forward, the inescapable imperative for every organization must be to make innovation an all-the-time, everywhere capability.

-- Gary Hamel

Thanks!



What we do:

- **Sales Science™**
 - Sales effectiveness programs
- **STARS from the Start™**
 - New manager development
- **Juiced!™**
 - Business creativity and innovation