

# Where does it fit?



## What is this?

Innovation ideas must fit into the landscape of processes, products, services, culture and values of an organisation. This is a powerful tool to find out where potential ideas fit in the landscape.

# How it works

## Step 1

Either have three buckets or draw the buckets on paper and label each bucket with:

### **Brilliant basics**

### **Compelling difference**

### **Changing the game**

**Brilliant basics** = Just like your competitors, these are the ideas that your company should already be doing as part of your commitment to excellence as standard.

**Compelling difference** = These ideas are significantly better than the organisation's and your competitors' 'normal'

**Changing the game** = These ideas are unique in the market and are remarkable.

## Step 2

Scrutinise each idea and place it in the relevant bucket.

## Step 3

Looking at the number of ideas in each bucket. Is there a large enough number of ideas in the Changing the Game bucket to make a genuine difference? If there are you can focus on these.

If there are not enough ideas in the Changing the Game bucket or none at all, then the group must focus on strengthening the ideas in the other two buckets or on generating new, game-changing ideas.

## Why it works

This tool gives the group a fast overview of how their ideas could fit into the organisation's landscape.



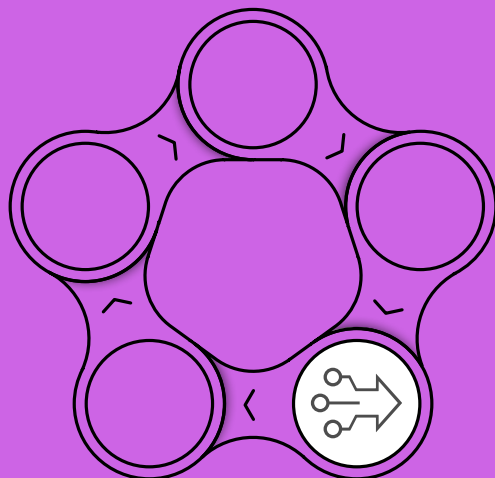
**Brilliant basics**



**Compelling difference**



**Changing the game**



THINK O T B  
**FLYWHEEL**  
*LIVE*

THINK O T B

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