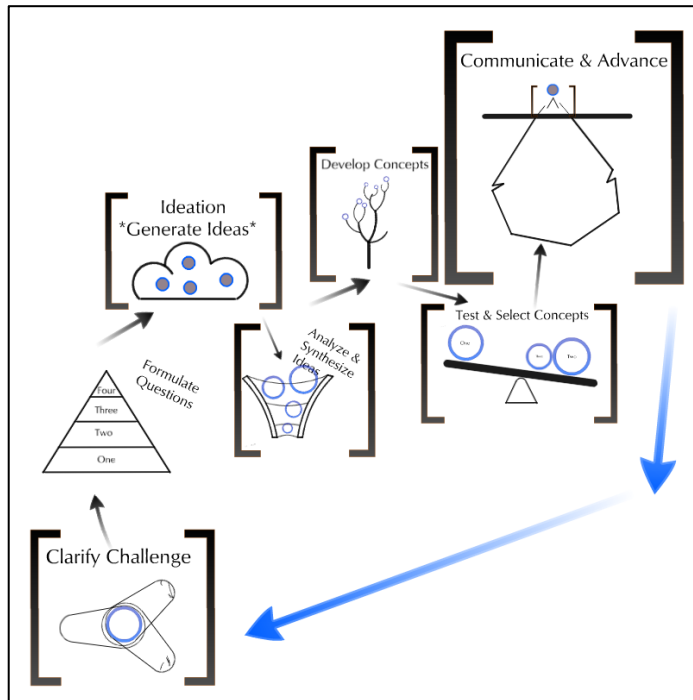


# Innovation Step-by-Step Toolkit



**A. Look at your *challenge*. B. What *questions* focus you?**

**C. Rapidly number and list *ideas* catalyzed from your questions, insights, & interest areas. Go for quantity. Don't judge. Get the raw ideas in your mind out so a new idea can appear.**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

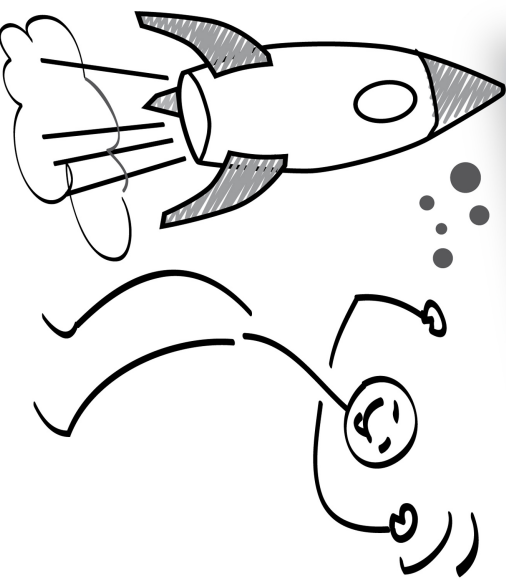
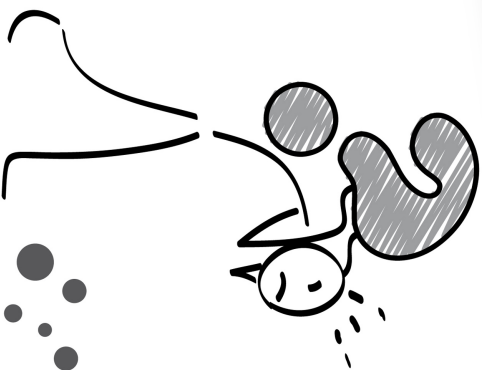
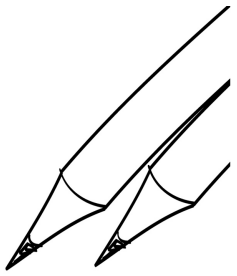
**D. *Analyze*: select your top ideas and find themes.**

**E. *Develop* your ideas into rough *concepts* that are post-it note size.**

**F. *Test & select* the top group concepts that are most buildable, interesting, & different.**

**G. Build your concept one-sheets to *communicate & advance* to others.**

**Innovation Step-by-Step Tool**  
**Darin Eich [InnovationLearning.org](http://InnovationLearning.org)**



**What is your challenge?**

**What are many ideas?**

**What ideas will you act on & how?**