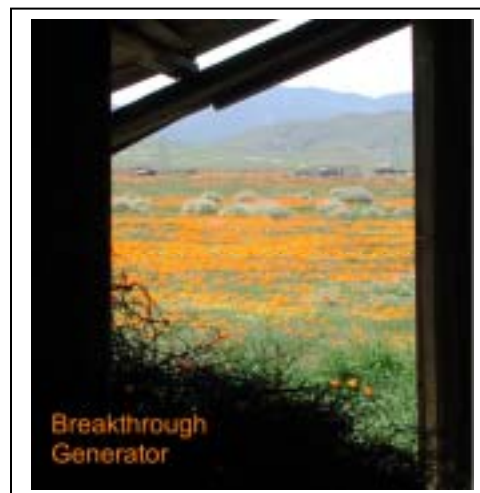


Breakthrough Generator Matrix

Innovation may seem like a mysterious process but there are techniques that help simplify it.

The matrix below encourages you to think about your product or service from your customer's perspective. And, it doesn't matter whether you're in the accounting department or selling pots and pans door to door ... you have customers. The better you can serve them, the more they will want your product or service and the more successful you will be.



Experience shows that most breakthroughs happen when there are major improvements in benefits that are important to customers. These can be thought of as “breakthrough magnets.” To use the matrix, pick one of the Primary Magnets in column 1 and a Secondary Magnet from column 2. Then put them together into a “How might we ... statement.” For instance, “How might we improve our packaging by making it more friendly?” or “How might we justify a higher price by adding more information or an educational component?” You can also combine two Primary Benefits or two Secondary Benefits. “How might we improve our packaging by making it more dependable?” Or, “How might we improve the image of our service by including stories?”

Then pick an action and apply it to the statement. For instance: **Substitute**. “What could we substitute on our packaging to make it more friendly?” Or, **Partner**: “Who could we partner with in order to justify a higher price by adding more information and an educational component?”

Use the matrix to develop several intriguing questions before beginning the process of idea generation. Pick the question that has the most energy around it and begin to develop ideas about how to achieve it.

Primary Magnet	Secondary Magnet	Action
Size	Image/Status	Add
Speed	Information/Education	Subtract
Convenience	Social connection	Rearrange
Durability	Texture	Outsource
Efficiency	Shape	Minimize/Maximize
Safety	Emotion/Sex	Standardize
Quality	Nostalgia	Individualize
Price	Smell	Extend
Dependability	Color	Combine
Ease of use	Excitement/Adventure	Substitute
Distribution	Beauty	Adapt
Fun	Stories	Modify
Total Experience	Interactivity	Reverse
Packaging	Flexibility	Use in a new way
Variety of choice	Friendliness	Partner
Uniqueness	Guarantee	VIP it