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ThinkSmart Project Model tm

<p>Engage the Dream Team – creating new value (innovation) is a People sport driven by passion, commitment and diversity of thinking, perspectives, skills and experience. The most important success determinant of your project is the people you invite to be on the team.</p>	<p>Identify Opportunity Fields – trying to look 360 degrees at the same time creates a spinning effect, so it's important to pick a direction that looks promising and begin to advance along that path and to make sure it fits with the organization's strategy and mission.</p>
<p>Scout for New Understanding – the critical fodder needed to create new value comes from gathering new understanding about customer needs, new trends and technologies, competitive movements and shifts in demographics and environment.</p>	<p>Define Success – sometimes called “working backward from perfect,” this phase is where you define the criteria for a successful concept; criteria that not only drive the process toward a specific target, but also create a logical process for evaluating and selecting a concept for implementation.</p>
<p>Build Value Creating Concepts – generating ideas and then systematically building them into value creating concepts launches the process of turning strategic possibilities into reality.</p>	<p>Refine through Feedback – as soon as a concept takes shape, it's time to solicit feedback through conversations with customers, visual presentations and rapid prototyping. Feedback can then be used to strengthen the concept and to provide insights for concept advancement.</p>
<p>Advance Implementation – throughout the process, it's always good to work with one eye on the implementation: Who needs to be involved? What barriers might present themselves? What deadlines are important? What resources will be needed and where will they come from? Who needs to approve the project? Who might clear the way?</p>	