

Find Out **WHY**™

THE KEY TO SUCCESSFUL INNOVATION



Is innovation inherently a hit-or-miss endeavor?
Not if you understand **WHY** customers make the choices they do.

Hit-or-Miss Innovation

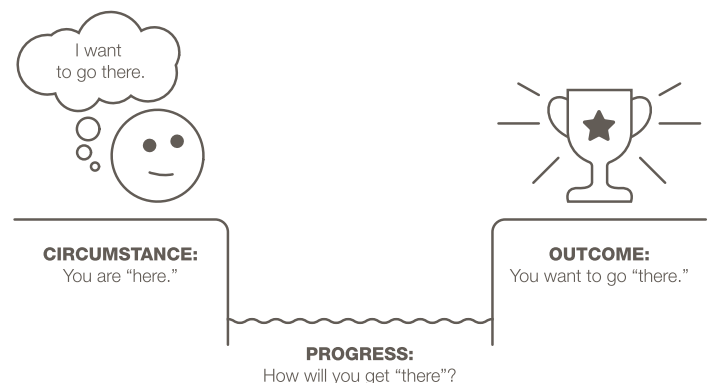
The vast majority of innovations fall far short of expectations. With failure rates for innovations averaging above 80 percent, we have to do better. Innovating isn't a luxury, it's a necessity. In today's world, we all need to be effective innovators.

Successful Innovation

More than simply coming up with creative ideas, innovating successfully requires us to provide solutions that customers willingly—even eagerly—pull into their lives.

While this might seem like a no-brainer, the startlingly high failure rate for innovation indicates most people don't know how to do this.

FranklinCovey's newest solution, *Find Out WHY: The Key to Successful Innovation*, helps leaders at all levels understand why customers make the choices they do. When you understand customers that way, you can move your innovation successes from random to predictable.



Practical Theory

Find Out WHY is based on 25 years of research and practice by **Clayton M. Christensen**, Harvard Business School professor and one of the world's most influential business leaders, and **Bob Moesta**, creator of over 3,000 successful innovations. They've concluded that when you hone in on what customers are trying to accomplish in a given circumstance, innovations can be far more successful.

Find Out WHY is a foundational solution for everyone involved in innovation and anyone who serves customers—paying or non-paying, external or internal. It provides the essential mindsets, skillsets, and toolsets to help people deeply understand the experiences their customers desire when choosing and using products and services, and then use that knowledge to drive successful innovation.



THINK DIFFERENTLY:

Recognize the impact of understanding why customers make the choices they do.

FIND STRUGGLING MOMENTS:

Observe customers using products and services and look for obstacles or frustrations they experience.

HEAR WHAT CUSTOMERS DON'T SAY:

Interview customers to discover why and how they choose and use specific products and services.

FRAME THE JOBS TO BE DONE:

Create a concise summary of customer Jobs to Be Done.

DESIGN FOR PROGRESS:

Generate innovation opportunities that satisfy customer Jobs to Be Done.

Modalities

- Participant guide
- Practice Cards
- “Why” Finder



“ Innovation can be far more predictable—and far more successful—but only if you think about it differently. ”

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