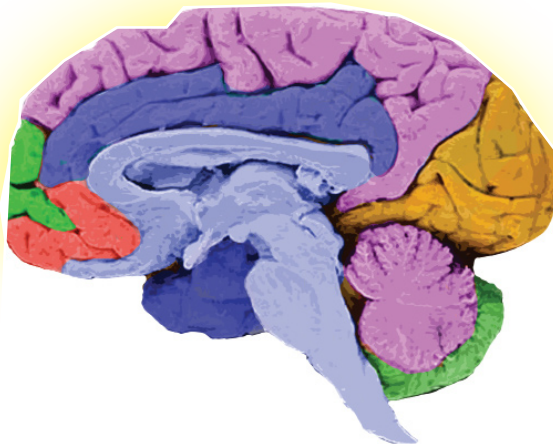


Principles of Innovation

Create, Innovate, Simplify



Specially Created For
NPC Conference
2008

Provided By
 **StrategicPlanet.com**
SUCCESS THROUGH INNOVATION

Share the ideas, Practice the ideas, call Strategic Planet for more flip charts

How to use this flip chart

Share it with other people.

Employees, family, friends, vendors, customers. Then have these people teach the ideas back to you

Practice the ideas consistently.

Use this chart and the ideas it presents at staff meetings, workshops, etc.

Obtain more flip charts

By calling us, sending a fax, or letting us know through email.



Dominant Selling Idea

What is a DSI?

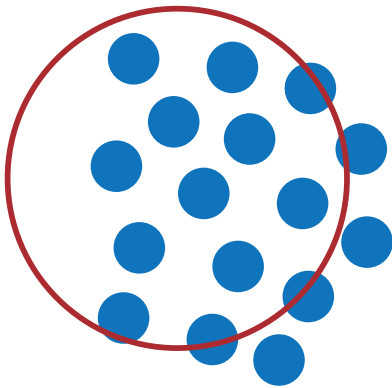
The fusion of your name and a #1 specialty in your customers' minds.

Determining your DSI

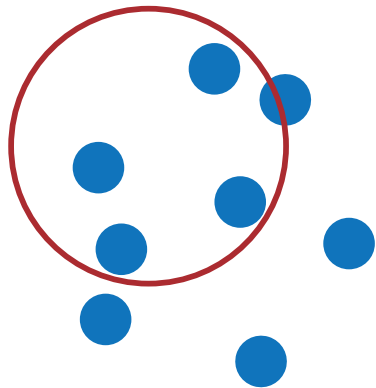
Starts with basic research & discovery, then incorporates your Unique Ownable Specialty.

What will your DSI do for you?

Increase your potential market and the customers you attract from that potential market.



Good potential market



Bad potential market

What I will do to apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended reading: *Why Johnny Can't Brand* by Billy Schley & Carl Nichols, Jr.

Build Permission Marketing

More than building trust

Permission marketing is when customers like and trust your company, leading them to be genuinely interested in what your company is doing.

Give your customers a reason to want to hear from you

When customers know they can trust your company, it gives them a reason to look forward to hearing from you.

Make your customers a part of your business

Encourage customer feedback, and then respond to that feedback appropriately.

What I will do to apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended reading: *Permission Marketing* by Seth Godin



Word of Mouth Marketing

Go Beyond Expectations

Exceed your customers expectations and they will remember you.

Look for non-tradition methods of marketing

People ignore what they're used to.

Give them something unique to notice.

Be Remarkable

Give customers a reason to
feel motivated to refer
your company to others.



What I will do to
apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended reading: *Word of Mouth Marketing* by Andy Sernovitz

How to Innovate

Think without limitations

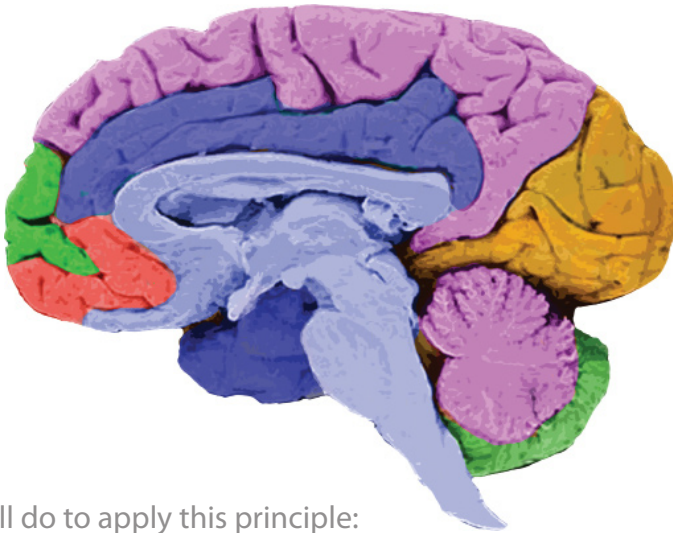
Assume anything is possible, work out the details later.

Push ideas to the edges

Cautious changes are not effective. Try something big.

Enhance Your Product

Make your product or service stand out from the competition



What I will do to apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended reading: *Free Prize Inside* by Seth Godin

Problem Solving

Take employee suggestions into consideration

Let your employees know you'll take any opinion, no matter the source

Be willing to take a risk

You can do nothing and get no results, or you can try something new

Change how you brainstorm

Encourage individual brainstorming before group brainstorming.

Have each member of the group write their idea on a notecard, pass the cards around for comments or contributions from other group members.



What I will do to apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended reading: *Failing Forward* by John Maxwell

How to get un-stuck: Read

Read the Strategic Planet Blog

<http://www.strategicplanet.typepad.com>

Buy a Whack Pack

<http://www.creativewhack.com>

Subscribe to a magazine

Try Fast Company, Wired or Inc. Magazine.



Recommended reading: Fast Company Magazine

Eat the Frog

"If the first thing you do each morning is to eat a live frog, you can go through day with the satisfaction of knowing that that's probably the worst thing that's going to happen to you all day long."

-Mark Twain



What I will do to apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended reading: *Eat That Frog!* by Brian Tracy

Identity Design

Keep it simple

The simpler the design, the more likely it'll stick in consumer's minds.

Keep it logical

Your logo should instantly communicate what your business is.



What I will do to apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended: Get help! Call Strategic Planet

Get Help/Hire it Out

Do your part but don't do everyone's part

Use the resources available to you to cut down on stress.

Work as a team

Assign everyone the part of the job that's appropriate for them.

If you don't know how to do it, hire someone who does

If you're a pool plasterer, you don't need to play web designer.



What I will do to apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended: Focus on your talents and let others focus on theirs.

Remarkable Thoughts

“Simplicity is the ultimate sophistication.”

-Leonardo da Vinci

“Freedom lies in being bold.”

-Robert Frost

“Innovation distinguishes between a leader and a follower.”

- Steve Jobs

“The important thing is not to stop questioning.”

-Albert Einstein

“Whether you think you can, or that you can’t, you are usually right.”

-Henry Ford

“Get ‘R Done!”

-Larry the Cable Guy

“When you do the common things in life in an uncommon way, you will command the attention of the world.”

-George Washington Carver

I will share this knowledge with:

Recommended reading: Top Marketing, Business and Historical Figure books.