

# CRAFTING INNOVATION WORKBOOK

BASED ON  
*FROM IDEA TO INNOVATION:*  
*HANDBOOK FOR INVENTORS, DECISION MAKERS AND ORGANIZATIONS*  
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# 1

## YOUR GRAND IDEA

# YOUR GRAND IDEA

Section 1 will help you define your idea, determine your goal, and evaluate where you stand based on the six key FIBBES elements. If you think you have that done already, feel free to skip ahead to Section 2, where you'll start applying the framework.

You've got an idea. Whether you're trying to get people to buy something, persuade them to do something, or simply inform your audience about something, one thing is certain – you want it to catch on.

To help you make your idea even more attractive, we'll start with some analysis. The following questions will help you think through what exactly your idea is and the main elements that it comprises.

If you're working on this idea in a team, feel free to bring in others for this exercise. Talking through the various questions will help clarify your objectives and achieve more effective results.

# Defining the idea

Let's start with the basics: What is your idea as you see it?

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Now that we have the idea, what is the message you want to convey?

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Now take two minutes (keep it short) to explain your idea to someone, perhaps a friend or a co-worker. Then ask them to repeat it back to you. What did they say?

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Does what you wrote above match the way you envision "your product", i.e. the potential outcome of your idea?  
If not, where exactly have been misunderstandings?

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# Determining the Goal

What is the ultimate objective of your idea? What is it you want to get people to talk about?

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Take a moment to consider the impact of word-of-mouth on your idea. What happens if people talk about it as much as possible? What happens if people don't talk at all?

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# Evaluating the Idea

Grade how your current idea stands on each of the six key FIBBES elements, using scores of 1 through 10. Be honest—not everything is a 10, let alone on every element of the framework. Truly understanding where you can improve will help you get there.

ELEMENT	GRADE (1 – 10)
FEASIBILITY	
INVESTMENTS	
BUSINESS CASE	
BENEFITS	
EMOTION	
STORY	
<b>TOTAL SCORE</b>	

Given these grades, which FIBBES element do you want to focus on? You should still work through each element in the next section, but deciding what to hone in on now will help you dig deeper in the right places.



# 2

## THE FIBBES FRAMEWORK

# THE SIX KEYS

Over the next few pages, we'll examine how to craft attractive and contagious content using each of six key FIBBES elements. Then we'll re-evaluate the idea and decide how to best inject each FIBBES element into your message.

## Feasibility

Yes we can. People like things that work and do what they are supposed to do. Additionally they should be attractive, in their looks as well as in their functionality. Decision makers and organizations like projects that stand a good chance that they can be implemented. And you present yourself competent and credible.

## Investments

The best way to keep loyalty in a man's heart is to keep money in his purse. People avoid taking unnecessary risks. Tackling your idea in small steps with bearable spending and nice rewards will make them to think appreciatively about your idea and more likely to favorably support it.

## Business Case

Profit grows where pleasure is taken. People need to communicate across professional barriers between disciplines. Using a defined common ground for communication eases the presentation and conveyance of your idea across the disciplines and thus, makes work much more pleasurable.

## Benefits

Joint undertakings stand a better chance when they benefit both sides. People like useful, beneficial things, whether it is through saving time or money, or through making them healthier or helping others.

## Emotion

All learning has an emotional base. High arousal emotions – like excitement, anger, and awe – fire people up. This, in turn, drives them to action.

## Stories

Stories make your idea real. People are more likely to remember a memorable story than a list of technical facts and features about a product, and to share it with others.

YES WE CAN

# Feasibility

What are the arguments that make you believe that your idea can be implemented?

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What are the main worries that may hinder or render void the implementation of the idea?

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Are there any external preconditions that need to be satisfied to make the implementation possible?

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What are the arguments that you use to convince others that the idea can be implemented?

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When explaining your idea what are the aspects that cause most anxiety and unease in your counterpart with respect to feasibility?

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What are your three main arguments of mitigating these anxieties?

1. ....
2. ....
3. ....

THE BEST WAY TO  
KEEP LOYALTY IN  
A MAN'S HEART IS  
TO KEEP MONEY IN  
HIS PURSE

# Investments

What are your estimates on the financial resources that will be required to implement your idea?

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Consider the context. Are there prevalent examples or similarities in the environment that you can take advantage of? (E.g. others have done similar things and it worked.)

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What makes you believe that the financial resources can be raised to implement your idea?

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Have you already figured out how to break down the grand idea into smaller and easier manageable, thus less risky chunks? What are they?

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When explaining your idea what are the aspects that cause most anxiety and unease in your counterpart with respect to investments and expenses?

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What are your three main arguments of mitigating these anxieties?

1. ....
2. ....
3. ....

PROFIT GROWS  
WHERE PLEASURE  
IS TAKEN

# Business Case

What are the main arguments that make you believe that the idea – once implemented and launched in the markets – will be successful?

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What are the main arguments that make you believe that your organization should be implementing this idea? How does your idea fit into and blend with the current or an envisaged portfolio?

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What could be the business model that would best suit your idea? Are partners needed and, if yes, what need the partners' capabilities to be? (Book, pp. 84 – 102)

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When explaining your idea what are the aspects that cause most anxiety and unease in your counterpart with respect to profitability?

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What are your three main arguments of mitigating these anxieties?

1. ....
2. ....
3. ....



JOINT  
UNDERTAKINGS  
STAND A BETTER  
CHANCE WHEN  
THEY BENEFIT  
BOTH SIDES

# Benefits

What are the main benefits that potential customers will have once your idea is implemented and launched in the market?

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Are there specific customer groups that will respond to the benefits better than others?

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How can you package your knowledge and expertise into useful information that others would want to disseminate? What area do you know a lot about? Can you create content that people will share because it saves others time or money or helps them in some other way?

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What are the main messages that will make potential customers or customer groups, crave for “your product”?

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What will it take to get the messages from above across?

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ALL LEARNING HAS  
AN EMOTIONAL  
BASE

# Emotion

My idea evokes these emotions:

- |                                     |                                   |                                      |
|-------------------------------------|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> EXCITEMENT | <input type="checkbox"/> ANGER    | <input type="checkbox"/> CONTENTMENT |
| <input type="checkbox"/> AWE        | <input type="checkbox"/> FEAR     | <input type="checkbox"/> HAPPINESS   |
| <input type="checkbox"/> SADNESS    | <input type="checkbox"/> SURPRISE | <input type="checkbox"/> DISGUST     |

Does the idea evoke a lot of emotion? If not, how can you focus on feelings rather than function? What is the emotional core?

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If finding the emotional core is tricky, you can try asking the Three Whys. First, why would people use “your product”?

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Why do they need that? .....

Why do they want that? .....

Are the emotions generated high activation or low activation? How can you “kindle the fire” to boost enthusiasm and excitement?

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List three ways you could use either existing or new emotions to drive people to link, to share and talk about your idea.

1. ....
2. ....
3. ....

# STORIES MAKE YOUR IDEA REAL

# Stories

Are there currently any stories or narratives that potential customers/consumers like to tell about the benefits, “your product” will eventually produce? If you’re not sure, search the different sources that might be useful.

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If there is not a captivating story already circulating, how can you develop a good story? Can you weave your messages into a story that – while interesting, fascinating, contagious – also features the benefits? Feel free to solicit stories from existing or potential customers.

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Is your idea an integral detail of the story? After all is said and done, will “your product” create the impression to be valuable? Will people be talking about the stunt or event alone, or will they remember the firm and message, too?

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What are the headlines of three stories you could use with “your product”?

1. ....
2. ....
3. ....

# 3

## YOUR GRAND IDEA, REVISITED

# YOUR GRAND IDEA, REVISITED

Now that you've analyzed your idea based on the FIBBES framework, it's time to consider implementation if the ideas you wrote down at the bottom of each of the pages in the previous section. That should jump start your thinking process.

## Pulling the right levers

Recall your goal and your FIBBES analysis: Which elements of the framework do you think make the most sense given your audience (decision maker, experts in the organization, top management, external sponsor, ...)? Why do they make sense?

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Do these levers have to be pulled at the same time, or will you use different levers in different situations?

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# Injecting the FIBBES elements

Of all the ways that you identified applying the FIBBES elements in the second section, what are the 3-5 top priorities you want to implement?

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Now that you know your priorities, how will you actually implement them?

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Of course, it's a good idea to take a step back. Does your idea still meet your original goal? Why or why not?

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# Re-evaluating the idea

Once again, it's time for the blunt truth: What does your reformulated idea do well?  
Where is it still lacking?  
Is this the best, most inspiring and most fascinating your message can be?

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Take some time to grade how your reformulated idea stands on each of the FIBBES elements. Understanding what is strong or weak now will help you decide if it has improved.

ELEMENT	GRADE (1 – 10)
FEASIBILITY	
INVESTMENTS	
BUSINESS CASE	
BENEFITS	
EMOTION	
STORY	
<b>TOTAL SCORE</b>	

Is the reformulated idea now crafted so that it can be concisely communicated?

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Is there some way you could pilot or test your new idea before launch to make sure?

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# Additional Notes

# Additional Notes

Do you have any feedback on the workbook?  
We are always looking for ways to improve it.  
Send suggestions to [info@bernd-weis-innovation.com](mailto:info@bernd-weis-innovation.com)