

SPORT FOR GOOD CONSULTING

INNOVATION FOR COMMUNITY SPORT

THANKS TO THE BRILLIANT, TAVIS VALLANCE, FOR
PROVIDING THIS SUMMARY

INNOVATION IS SIMPLE

*Change that adds
value.*

PROVIDE VALUE FOR CUSTOMERS BY

Satisfying unmet needs.

*Alleviating pain points or
addressing barriers.*

PROVIDE VALUE FOR THE ORGANISATION BY

*Helping it to achieve its
strategic objectives and
create growth.*

INNOVATION IS

Novel and useful.

Different and better.

**IT'S NOT JUST
TECHNOLOGY!
IT'S ALSO
CHANGE IN**

Products

Services

Processes

Systems

Business models

OCCURS ACROSS 3 TIME HORIZONS

Now.

Next.

Future.

IT REQUIRES A DIFFERENT MINDSET

*It's about exploring,
inventing, testing, failing
and learning your way to a
viable solution.*

INNOVATION STARTS FROM YOUR 'WHY'

*Your organisation's
purpose. It's reason for
existing and contribution to
the world.*

UNDERSTAND YOUR CUSTOMERS

*Insights are the building
blocks of innovation.*

*Get curious about the people
you hope to serve.*

GENERATE AS MANY IDEAS AS POSSIBLE

*Strong ideas emerge from
thinking wildly and sharing
widely with other people.*

GET FEEDBACK EARLY AND OFTEN

*The worst thing you can do
is build something that
nobody wants.*

PROVE YOU HAVE 'IDEA FITNESS'

*Prove people **WANT** it.*

*Prove you **CAN** do it.*

*Prove you **SHOULD** do it.*

DON'T GO IT ALONE

Find some allies.

Get their perspectives.

Get their buy-in.

DON'T FALL IN LOVE WITH YOUR FIRST IDEA

*Fall in love with the
problem you're solving for
people.*

DON'T HOLD THE SOLUTION TOO TIGHTLY

*It will change, and it needs
to change, as you test it with
real people.*

DON'T LOSE HEART

*It's hard, but if you're not
innovating, you're not
creating your future.*