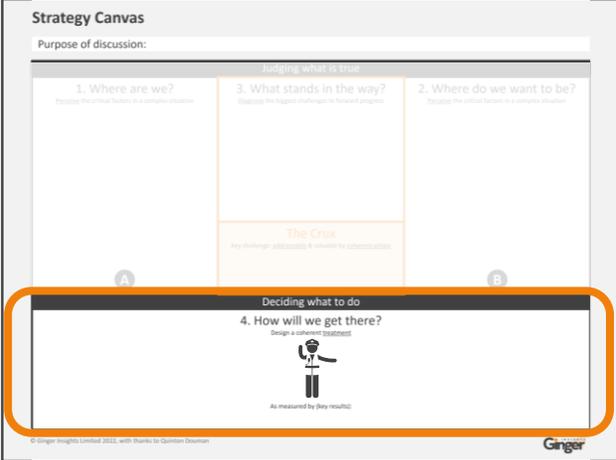
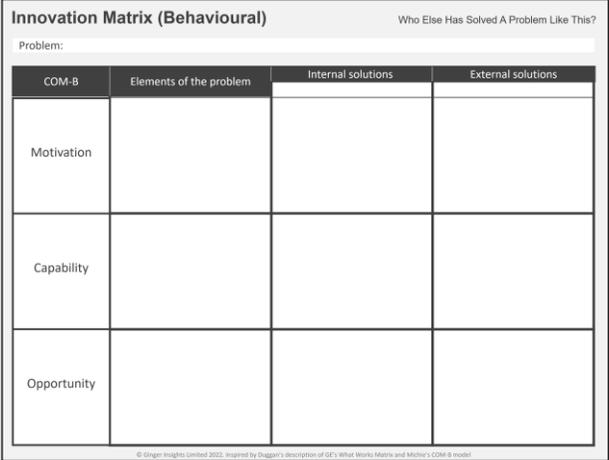
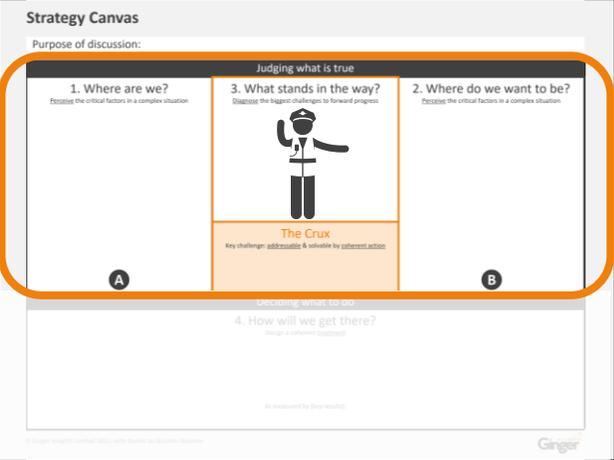


The Innovation Matrix: A Simple Process To Work As A Team To Activate Strategy

1. Judge What Is True

2. Generate Options

3. Decide What To Do



Optionally, **Pre-mortem at**
What stands in the way? To break down the problem into its core elements
How will we get there: To check your plan just before you deploy your resources

Innovation Matrix (Simple version)

Problem:

Elements of the problem	Solutions

Innovation Matrix (Behavioural)

Who Else Has Solved A Problem Like This?

Problem:

COM-B	Elements of the problem	Internal solutions	External solutions
Motivation			
Capability			
Opportunity			

Innovation Matrix for Purpose Driven Organisations

Problem:

	Elements of the problem	Internal solutions	External solutions
Purpose			
Drive			
Organisation			