

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

1. Judge What Is True

The Strategy Canvas for 'Judge What Is True' is a three-panel diagram. The top panel, titled 'Judging what is true', contains three questions: '1. Where are we?' (Discuss the critical factors in a complex situation), '3. What stands in the way?' (Discuss the biggest challenges to forward progress), and '2. Where do we want to be?' (Discuss the critical factors in a complex situation). The middle panel features a stick figure icon and the text 'The Crucial Key challenge: addressable & solvable by coherent action'. The bottom panel is labeled '4. How will we get there?' (Design a coherent solution) and 'As measured by (key results)'. The diagram is marked with 'A' and 'B' at the bottom corners and includes a Ginger logo at the bottom right.



2. Generate Options

The Innovation Matrix (Behavioural) is a table with the title 'Who Else Has Solved A Problem Like This?'. It has a 'Problem:' header and a table with four columns: 'COM-B', 'Elements of the problem', 'Internal solutions', and 'External solutions'. The rows are 'Motivation', 'Capability', and 'Opportunity'. The diagram includes a Ginger logo at the bottom right.

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



The Strategy Canvas for 'Decide What To Do' is a three-panel diagram. The top panel, titled 'Judging what is true', contains three questions: '1. Where are we?' (Discuss the critical factors in a complex situation), '3. What stands in the way?' (Discuss the biggest challenges to forward progress), and '2. Where do we want to be?' (Discuss the critical factors in a complex situation). The middle panel features a stick figure icon and the text 'The Crucial Key challenge: addressable & solvable by coherent action'. The bottom panel is labeled '4. How will we get there?' (Design a coherent solution) and 'As measured by (key results)'. The diagram is marked with 'A' and 'B' at the bottom corners and includes a Ginger logo at the bottom right.



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 | | | |