The Innovation Pyramid: Questions

1. DESIGN & MARKETING
   - Radically change the marketing mix.
   - Marketing and design ideas nobody's using?

2. PRODUCTS
   - What natural product extensions would our (new & existing) customers love?
   - If we were trying to beat ourselves out of the market, which products would we introduce?
   - What special skills or knowledge do we have, that could become products? What products would completely upset the balance in the existing industry?

3. SERVICES
   - How could we add services to our existing product line?
   - How can we introduce services to our existing customers?
   - What underserved needs do we see in our customers today and tomorrow? Given no limitations, how far and how creatively could we stretch our range of services?
   - What kind of services would really make a BANG! in our market?

4. MARKETS, CUSTOMERS, AND CHANNELS
   - What markets do we wish to play in? Which customers are not being addressed in the existing paradigm?
   - How do we reframe the existing segmenting? Through which channels can we reach customers differently?
   - How can we make social, digital channels our new main channel?

5. TECHNOLOGY
   - Which technologies would create amazing results in our industry?
   - What groundbreaking technology could we transfer from other industries?
   - How could we become a technology leader? What would happen if we did?

6. PROCESSES
   - How can we redesign how we run our company? If we were bought by an American private equity firm, what would be the first changes they did to how this firm is run?
   - If we were told to become 35% more effective, 27% faster and 69% more profitable; how could we?
   - If we were starting a competitor to our existing firm; what core operating processes would we keep, change and cut?
   - Fast-track processes cut existing work processes in half - then in half again.

7. MANAGEMENT
   - How can we dramatically increase the effect of our leaders? How can we unleash the forces of positive, innovative employees?
   - How can we become management innovators?
   - If your goal was to become the world's #1 Great Place to Work; what would you do?
   - How can we use the possibilities of social media to rethink leadership?

8. BUSINESS MODEL
   - How can we be the ones to introduce a series of new business models into the industry? What urgent steps should we take to balance our business model portfolio? How do we fund, and train our people to create business model innovation?

9. INDUSTRY
   - How can we redesign the competitive field and launch an entirely new industry?
   - What parts of today's industry can we selectively forget? What areas can we radically transform to create the future?

Where should we begin...?