

INSPIRATIONS

Determine topic

Trigger

Topics arise from self- or externally controlled momentum.

- **Mission/ Assignment/ Desire**
A task is envisaged generally, explicitly or non-bindingly.

- **Brainstorming**
The topic unfolds from open, team-oriented thinking.

- **Situation/ Problem**
Current circumstances require alternative solutions.

- **Interest**
Curiosity sparks the urge to explore new topics.

Select topic

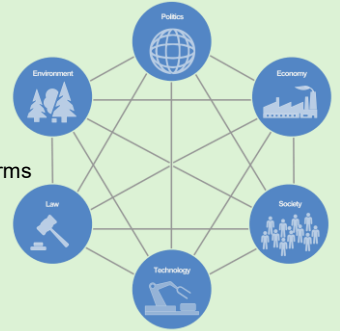
If different topics are found, the joint prioritization and choice determine the subject selection of the subsequent quest.

Determine context

Context

The environment consists of:

- **Politics**
e.g. political direction, stability and ideology/ leadership style
- **Economy**
e.g. employment rates, economic growth/ shrinkage
- **Society**
e.g. diversity, education, cultural norms
- **Technology**
e.g. technological change, emerging technologies, R&D
- **Law**
e.g. laws, regulations & standards
- **Environment**
e.g. climate change, sustainability, disasters and natural events



Find Questions

W-questions

Open questions provide the best results: **Who? What? When? Where? Why?**

Question aspects

Possible aspects of the topic are expectations, strategies, activities, results, (missed) successes and the like - in the **past, present and future.**

A good querying

is clear, has a purpose, is tailored to a context, with defined assumptions and open regarding the results.

Choose three top questions

Prioritization

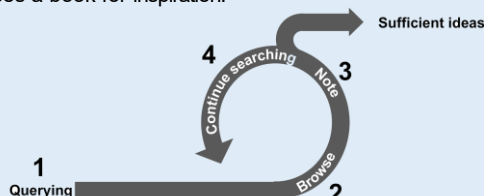
In the interest of usable results, a maximum of three questions are processed. The selection can be based on the following criteria:

- **Strategic relevance**, e.g. long-term goals
- **Customer needs**, e.g. customer demand, satisfaction and loyalty
- **Economic benefit**, e.g. increase in sales, cost reduction, ROI
- **Deadline pressure**, e.g. binding dates, fuzzy intentions, flood of orders
- **Availability of resources**, e.g. people, technology, material, finances
- **Innovation potential**, e.g. new services, structures, attitudes
- **Synergies**, e.g. improving the distribution of tasks, processes or cooperation
- **Risk management**, e.g. minimizing risks, rectifying disruptions, coping with disasters

Be inspired

Digging up ideas

Our experiences create memories that are found in our deep structure with a skillful approach. Ideas are found in exchange with colleagues. The following iterative process uses a book for inspiration.



1. Make yourself aware of the **querying**.
2. **Browse at random** through the book and let yourself roam across the pages - the pictures, unfortunately only German headings and texts.
3. Write down on Post-its **actions, results and consequences** that come to mind and check whether you already have enough ideas.
4. **Repeat steps 1-3** until you noted enough ideas.

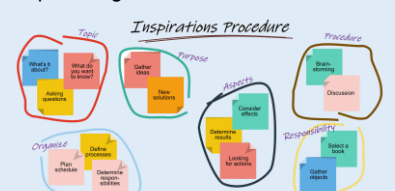


Summary

Evaluation

Within 45 minutes a long list of associations should be available, which are clustered, evaluated and limited to 7+-2 clusters.

- **Clustering**
Collect and cluster similar ideas into a topic bundle.
- **7plusminus2**
Usually between five and nine clusters should be formed. If you have more, select the most promising 7+-2.



Derive Todos

Collect Todos

For the 7+-2 cluster Todos are now detected. A ToDo is a task that subsequently will be either orchestrated with subtasks or combined with others to form a large ToDo.



Evaluate Todos

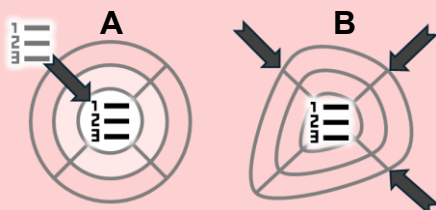
The Todos will ensure that you

- support the above topic,
- take place in the above context,
- support the defined querying and
- provide answers to the top questions.

If deviations have crept in, then either

- the Todos (A) are adjusted or
- the framework conditions (B) (topic, context, querying or top questions) are adapted.

Dislocated tasks prevent effective change.



Organize tasks

Procedure

You can then implement the tasks in the form of a classic project, SCRUM development or OKR journey.

- **Classic project**
A project is a unique undertaking that is proceeded in phases that build on each other - **initialization, definition, planning, controlling and closing**. Despite the unpredictability of the procedure, a project is set-up in advance.
- **SCRUM development**
SCRUM follows an iterative framework that promotes self-organization and the adaptability of executives during realization. The building blocks are defined **roles**, lean **events** and simple **artifacts**.
- **OKR-Journey**
OKR (Objectives & Key Results) is a procedure that focuses on objectives and key results. Therefore **objectives** are defined for the desired **results**, **dependencies** are clarified, clarified and distributed to the managers and executives who realize them.

Choose the approach that suits best the tasks and your organization.

Create schedule

Time frame

The time frame sets the start and end of the project. The detailed time planning takes place before or during implementation - depending on which approach is chosen.

