

# 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

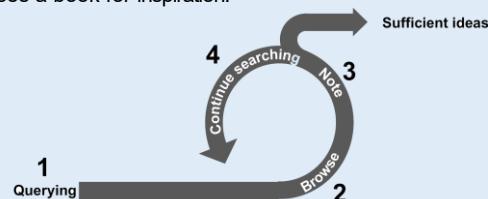
In the interest of usable results, a maximum of three questions are processed. The selection can be based on the following criteria:

- **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.

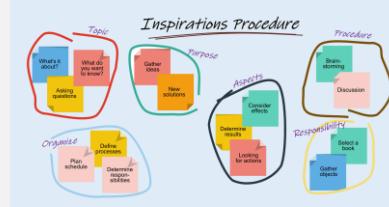


## Summary

### 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

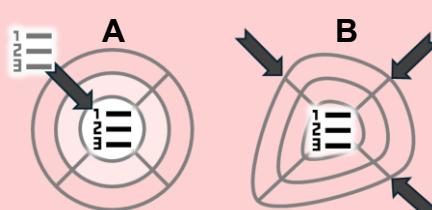
The ToDos will ensure that you

- 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.



### 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 exec(utives/utor) 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. Therefor **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.

