

RECIPE CARD

Creating Innovation Chefs



ALIGN
to the core ideology of your organization

ADAPT
to realize your envisioned future



EXPLORE
possibilities from the past and present to shape your future

EXPLOIT
by using BEANS to shape culture and diffuse strategy

Ingredients

- Curiosity
- Customer Obsession
- Collaboration
- Comfort with Uncertainty
- Constraints

Notes

Test your mixture in small batches before scaling the recipe.



Directions

Mix 1 cup of **curiosity** with 1 cup of **customer obsession** by:

- getting to know the people you are serving.
- exploring your past and present to discover adjacent possibilities.

Add a heaping tablespoon of **collaboration** by:

- mixing the past and present to create future possible solutions.
- working cross-functionally with others to test and implement the idea.

Fold in a 1/2 cup of **comfort with uncertainty**. Experiment and iterate until you get the right consistency.

Pour your mixture into a well greased pan of **constraints**. Empower your idea with the resources allocated to produce an end product that will delight your **customer** and satisfy their need.