

THE INNOVATION FORMULA:

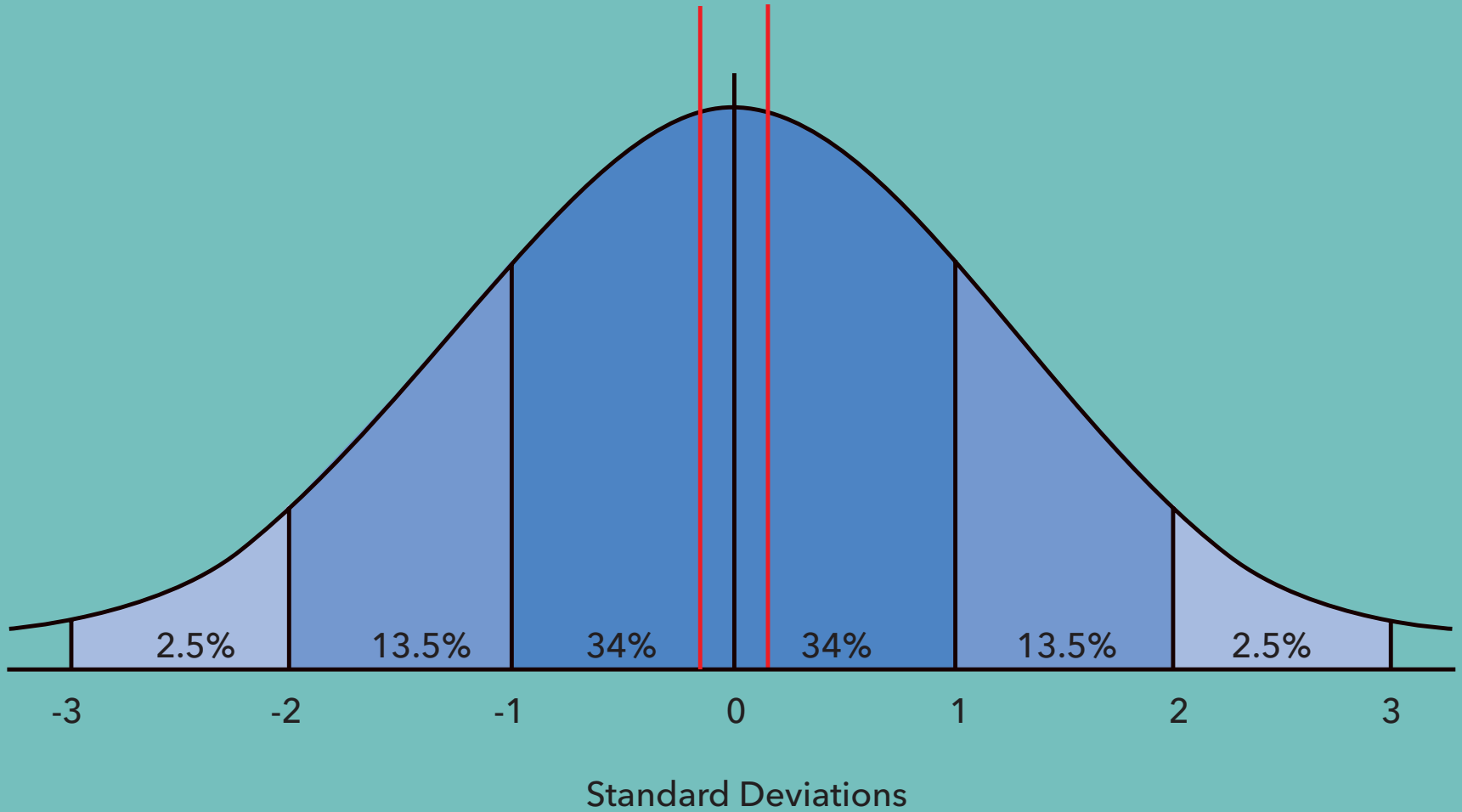
HOW TO WIN AND GROW BY HAVING
BETTER IDEAS THAN YOUR COMPETITORS.



PROPAGANDA

PROOF.
POSITIONING

Incremental
Thinking



EXAMPLES OF INCREMENTAL THINKING:

1. Sale or volume discount
2. Free shipping
3. Grouping products or services



HOW DO YOU KNOW IF YOU HAVE A WEAK, INCREMENTAL IDEA?

1. It can be easily copied
2. It is relatively easy to execute
3. It sounds reasonable



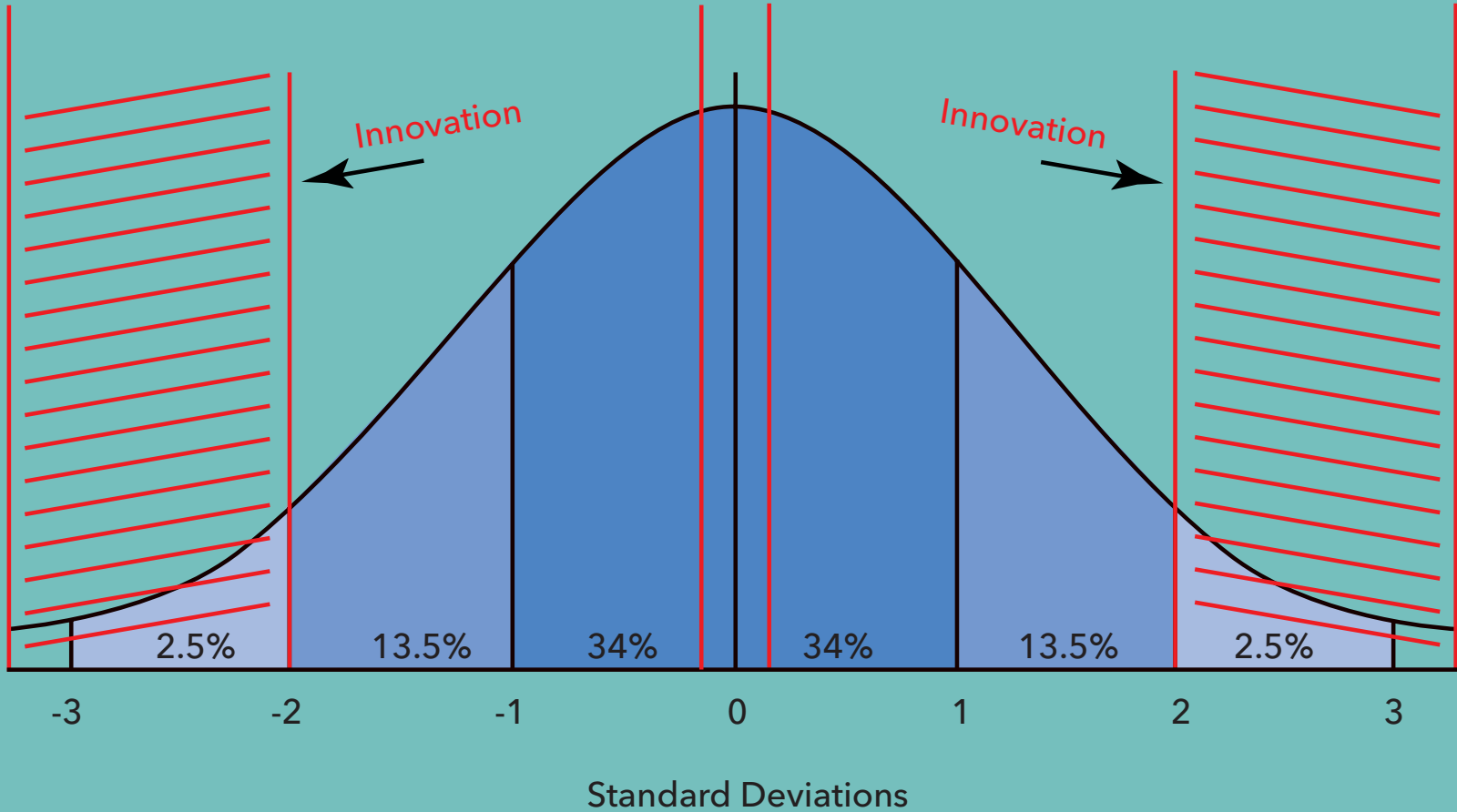
**INSTEAD,
THINK
FACTORILY**



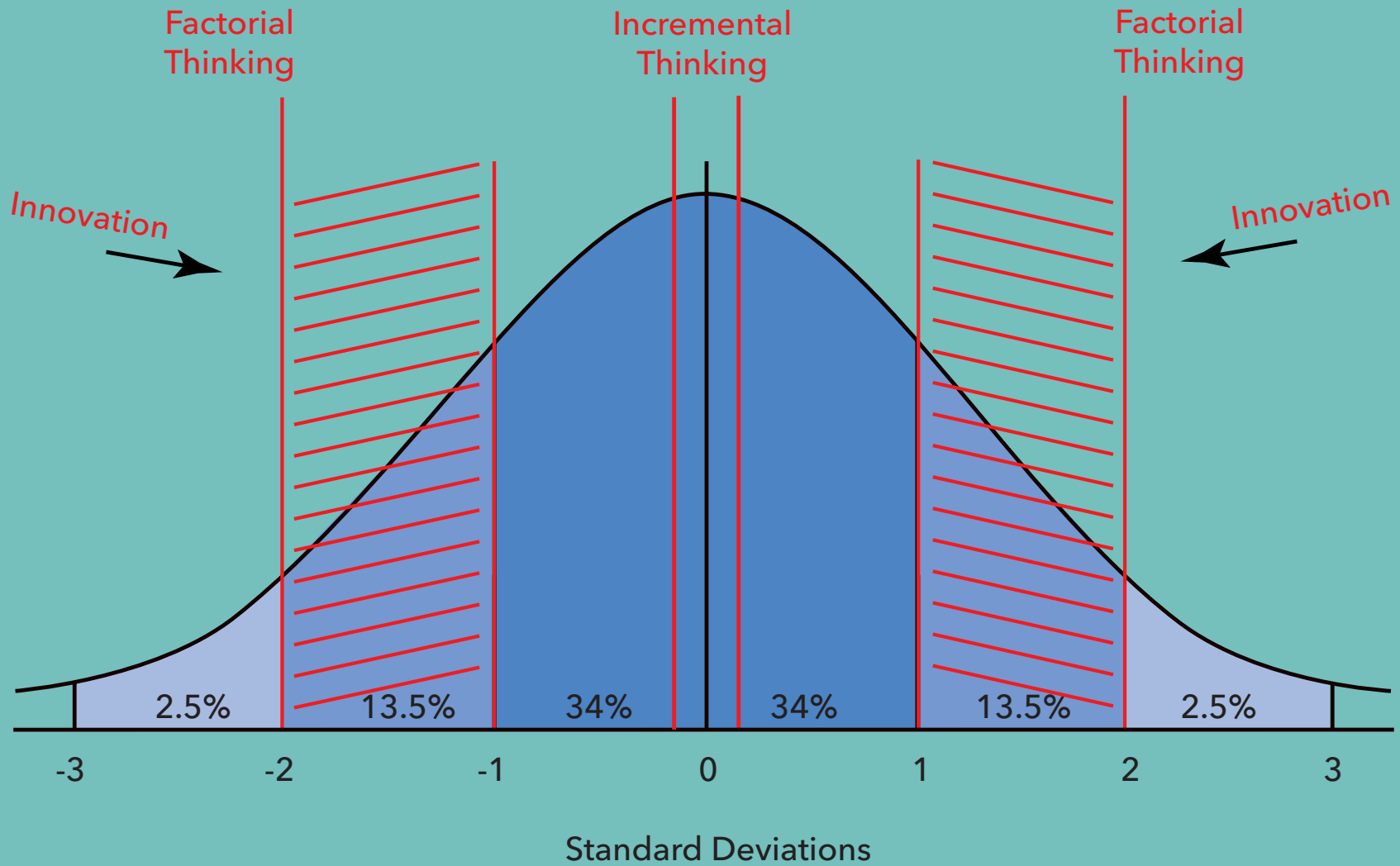
Factorial Thinking

Incremental Thinking

Factorial Thinking



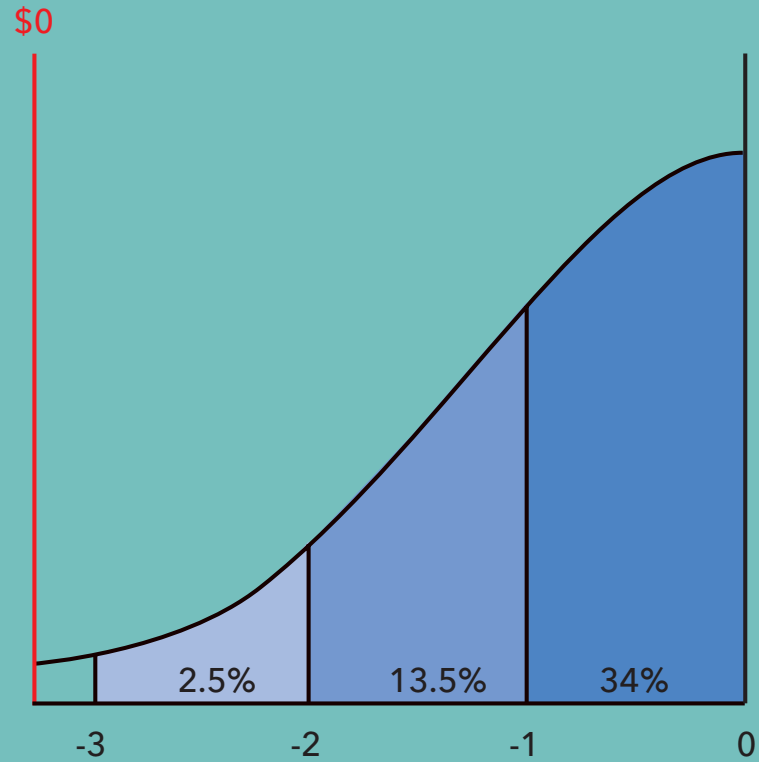
**INNOVATIVE THINKING
HAPPENS FROM
THE OUTSIDE OF
THE BELL CURVE
AND MOVES INWARD**



**PICK A CATEGORY
TO INNOVATE FROM.
WE WILL USE
REVENUE AS
AN EXAMPLE.**



Revenue

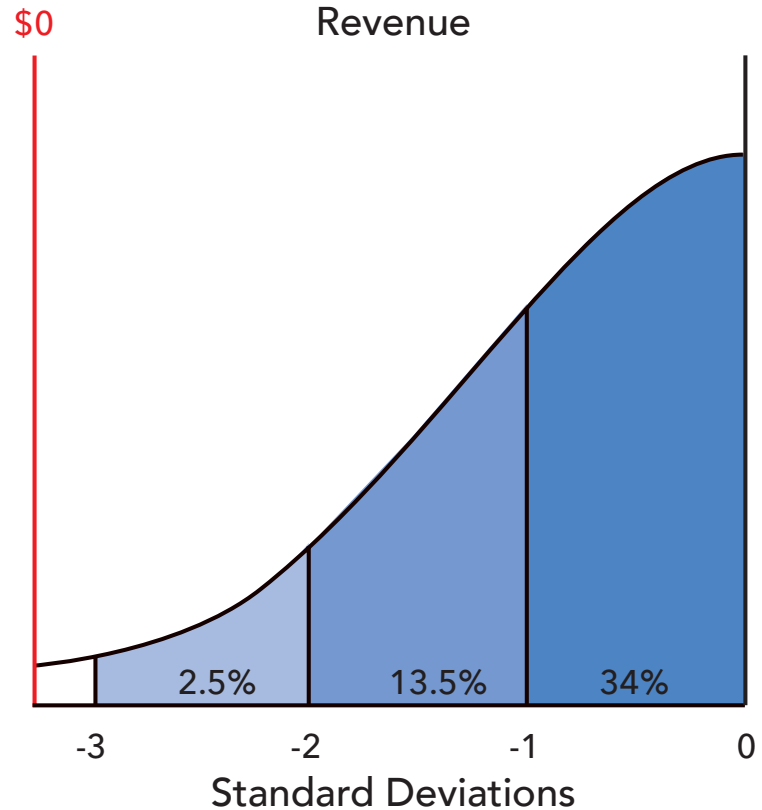


Standard Deviations

ASSUME YOU HAVE NO REVENUE. WHAT ARE 2 “FACTORIAL” IDEAS TO MAKE MONEY?

1. _____

2. _____





WANT PROOF ?

**ARE YOU LEVERAGING HOW THE BRAIN
WORKS TO YOUR ADVANTAGE?**

**ARE YOU MEASURING HOW YOUR
CUSTOMERS FEEL ABOUT YOU?**

**ARE YOU RELAYING THE RIGHT MESSAGES
TO THE RIGHT TARGETS?**

Grant C. Gooding, MBA

Founder/CEO

913.991.3667

Grant.Gooding@ProofPositioning.com

ProofPositioning.com

@GrantGooding