

# ➡ VISUAL PROGRESS COACHING



Innovation Coaching

# VISUAL PROGRESS COACHING

## Innovation Coaching Programme - Questions

What is your vision, the objectives and the scope of innovation?

Are you connecting your vision with your purpose and passion?

What are your priorities? How will you scale the innovation?

What risks and costs are you prepared to accept to innovate?

How much work and expertise will this take?

Are you disrupting enough?

Who is the target customer, what do they value and what will they pay for?

Who is your current customer and future customer?

Who is your current potential customer and future potential customer?

How easy will it be to persuade customers to buy or use something new?

How will the customers talk about your innovation after experiencing it?

How will you be best in class, ahead of the curve and offering a unique selling point?

Who is best in class and how would you quantify this?

What technology, design, functionality and features do you have that keeps you ahead of others and do you really know what others have plus will have?

How do you explain your unique selling point or points, the thing that makes you unique or the unique group of things that makes you unique?

Are existing assumptions about the market restricting you?

How do you look at the situation, market and industry from different view points?

What resistance do you face?

Where are there signs of a fixed mindset in your view that could move to a growth mindset to create ideas and opportunities?

# VISUAL PROGRESS COACHING

What resources do you need?

What time, money, help, resources and help do you need?

How will you get them?

How will you build your resilience?

How will you remain curious, try new things and ready to aim higher?

Will you give customers what they want or what they will want?

How can you be more imaginative and creative about your innovation to give customers what they will want?

How can you try to identify what the customers and potential customers might want?

Will customers in the future want what they currently want? If so what will they pay?

How will you ensure you can be agile?

Imagine you have successfully innovated;

What were the critical steps you took?

What did you learn?

What surprised you?

How will you make a prototype?

Will you make a minimum viable product or a minimum loveable product?

What are the critical elements of the prototype?

Who will you use to give you challenging and constructive feedback?

How will you track progress?

How can you set milestones and specific targets?

How can you ensure you pivot when necessary but still achieve your big goal?

What can you plan and what can you anticipate?



# VISUAL PROGRESS COACHING

How will you remain focussed?

How can you ensure you are focused and not distracted?

When are you in a state of flow?

What does focused actually mean and require?

How will you get to market?

Do you have a go to market strategy?

What is the best way to launch your innovation?

How will you explain your innovation?

What help do you need?

Need someone who will encourage you, challenge you and make you accountable?

Who would be in your dream team?

Who is in your innovation team?

What do you need from your team?

What or who is missing from your team?

# VISUAL PROGRESS COACHING

## Innovation Exercises

### Ways to Find your Passion in Innovation

- 1 Identify your key skills and strengths, then what makes you really inspired and motivated. What work makes you lose track of time and can completely absorb you?
- 2 How could your purpose and what you are passionate about connect with innovating? Who could benefit from your innovation, why is this important and what possibilities are there?
- 3 What products / processes / services have you previously created, improved or customized, make a list identifying them. Are there any common features?
- 4 Ask who would benefit from your innovation and will they pay for this?
- 6 When you pursue innovation there will be many setbacks, challenges and demands on your time, how can your passion for the innovation help you?
- 7 What existing beliefs and accepted norms do you need to reject to ensure your innovation inspires you and customers?
- 8 Does your innovation require real risk taking that requires bravery and completely leaving your comfort zone?
- 9 Does your innovation require navigating ambiguity and learning?
- 10 Who is the innovator you admire most, what passion do they apply to their innovation? How would they advise you to connect your passion to your innovation?

### The Creative Process

Does your innovation require creativity? If so do you need a process for your creativity?

Imagination is the ability and process of creating a mental image of something that currently is not present to a person's senses or has not been seen completely in reality. Creativity is starting the application of imagination, this process can be developed through learning, practice and simple hard work. Creativity differs from imagination as it requires some action and work. Innovation then means work that improves existing processes, designs, ideas and features, so innovation can be seen as applied creativity.

Classic steps in a creative process are – Preparation, Incubation, Illumination and Verification

During the preparation stage in depth thinking and study is required to really understand the subject and situation. During this stage the problem or opportunity that creativity and innovation are being applied to are investigated and explored, how will you plan this, how will you ensure you think outside the box, from different viewpoints and challenge every aspect of it.

# VISUAL PROGRESS COACHING

The next stage in the process is called the incubation step, the work from the preparation stage is simply left to either grow or decline in value. Very often even the day after an idea or plan can look ineffective or unrealistic, how long will your incubation step be?

The more effective the preparation and incubation stages are, normally the greater the chances are of there being illumination. Illumination is powerful and the moment we remember, but is normally the effectiveness of the preparation and illumination that makes the illumination happen. How will you make sure you catch any illumination you create, how will you listen and capture every thought? How can you ensure you do not miss your moment(s) of illumination?

The next stage is verification, in which testing occurs, testing itself must be challenging, reflecting current and probable future conditions, expectations and developments. How will you test and prove your creativity and innovation?

In the first step you are a researcher, then an explorer, a visionary and then a scientist / auditor? How will you prepare yourself for these roles? Which version of yourself do you need to be?

How can you create a process to help develop your creativity and improve your innovation?

## How to Increase Creativity and Innovation

Is your creativity like a coach potato or Olympic athlete?

Does your creativity need some exercise, fitness and strength building?

How can you make an exercise gym and routine for your creativity?

Do you need to develop new types of creativity? How can you make time for this?

Does your imagination need stimulating and developing as well? Time to start dreaming beyond boundaries?

Do you need to develop your skills of collaboration, observation, listening, resourcefulness, resilience, challenging and questioning?

What / who / where in your life do you become more creative and innovative? What stimulates you?

What damages your imagination and creativity? What changes do you need to make?

What could you change about your life to help grow your creativity and be more innovative?

If you had no constraints of time, resources and support what would you do to boost your creativity? Which aspects of this could start now?

6 How do you explain that your creativity is superior to others? Can you explain it in 3 sentences – if not you do not have an idea?

Who could help you by brainstorming, challenging and motivating you?

# VISUAL PROGRESS COACHING

## Innovating for a Launch in an Existing or New Market?

Are you focusing on your competitors' products / services or are you also considering companies / innovation in other sectors?

Do you want the success of your product / service to be dependent on its selling price?

Will you innovate focusing on existing demand and competitors in the market?

In 5 years what will the market look like – will it be growing or in decline, how will customer be behaving, what will be valued and will products / services have changed?

If the market is going to be disrupted, who will it be by and in what way?

Are you targeting existing customers or potential customers as well?

What value will customers appreciate from your innovation?

How will your innovation create bottom line profit?

Will your innovation motivate or excite customers and potential customers?

What features of your product / company are no longer valued by customers and potential customers?

What features of your product / company need less innovation and attention as they are less valued by customers and potential customers?

What features of your product / company need more innovation and attention as they are more valued by customers and potential customers?

What completely new features of your product / company will be wanted and valued by customers?

How could innovating create a new market where there are less / no competitors?



# VISUAL PROGRESS COACHING

## The Bigger Picture

What are your values, what do you really believe in and how do they help you live your life?

What beliefs do you hold that might be limiting your progress?

If you found what in life really drives and energizes you, what you would be willing to sacrifice for and who you want to help – how would you feel? How would this help you achieve your goal?

Imagine you are 75 and are attending the film debut of a film of your life, what 3 major goals would be featured?

What big goals have you achieved so far in your life, what have you learnt from them and how have they prepared you for future goals?

How have you grown and developed in the last 3 years?

How has your personal history shaped your views, reaction and behaviour?

If you had real clarity in where you are going in life, would it help?

How do you want to be spoken about and remembered?

Who do you want to be in life and how does goal achievement contribute to this?

Who, how, what, when and where are you happy?

Who, how, what, when and where are you fulfilled?

Who, how, what, when and where are you successful?

Who, how, what, when and where are you motivated?

Who, how, what, when and where are you excited?

Have you ever wondered and asked yourself if ‘this is it and nothing more’?

What help do you need, what have you done to get this?

If you do not achieve your goal, why will this be important and how will it affect you?

If you achieve more than your goal, how will the impact of this be?

If you were the bravest version of yourself what would you do differently?

How resilient is your plan to achieve your goal? Are you being resourceful enough?

Could you commit to doing the work to achieve your goals more often, differently, or more intensely?

Imagine it is 1/2/3 years in the future and you have achieved results way beyond your goal, you look back at what you did, what would you identify as being the key factors in achieving this?



# ⇒ VISUAL PROGRESS COACHING



Visual Progress Coaching helps professionals with leadership, promotions, job searches, innovating, achieving goals and coping with crisis and trauma.

For resources and insights follow Visual Progress on YouTube, LinkedIn, Bluesky, Facebook and Instagram

Visual Progress Coaching - Leadership Coaching, Job Search Coaching, Promotion Coaching, Innovation Coaching and Crisis Coaching [www.visualprogress.org](http://www.visualprogress.org)