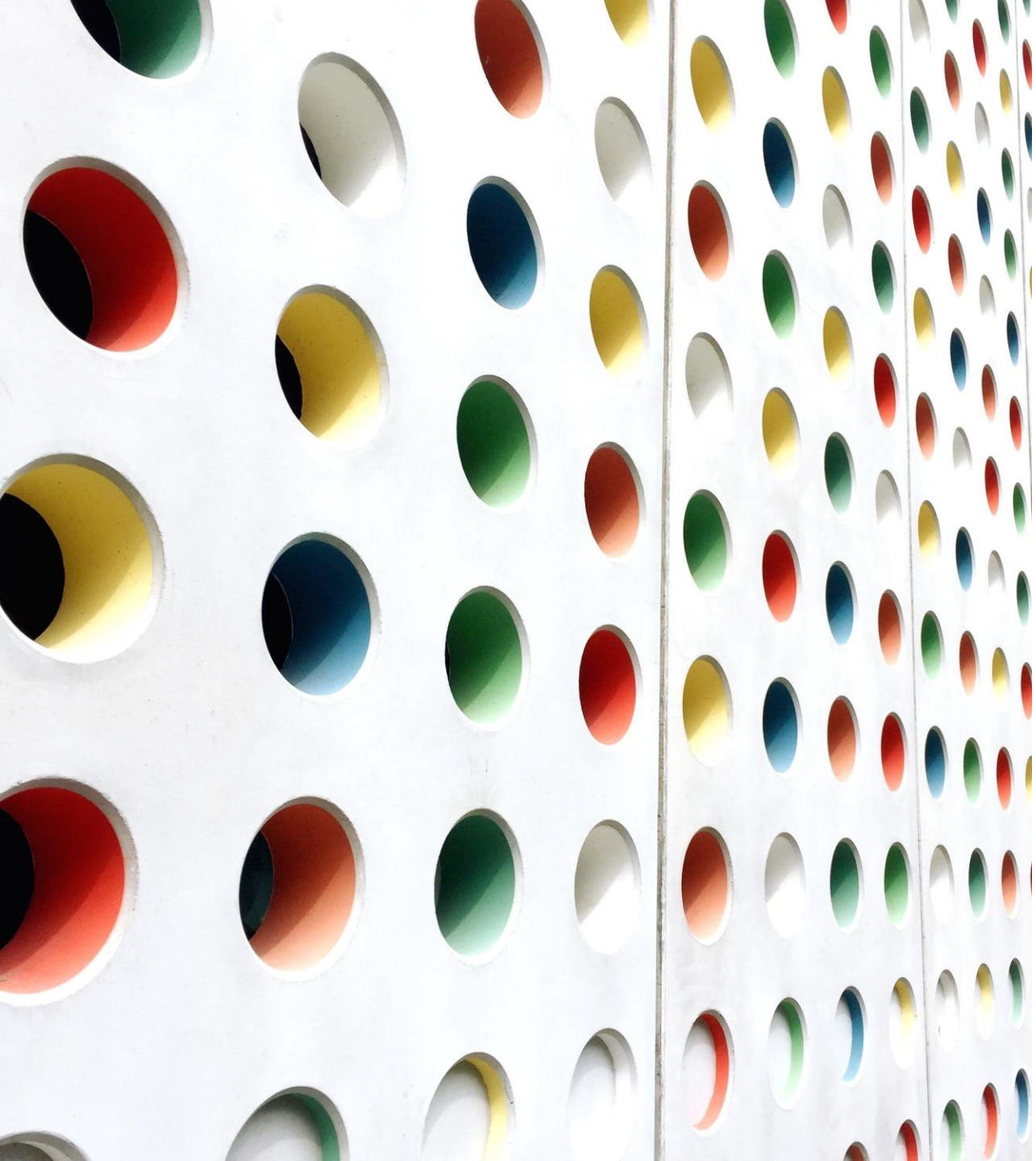

C.C. & The Case Study For Innovation

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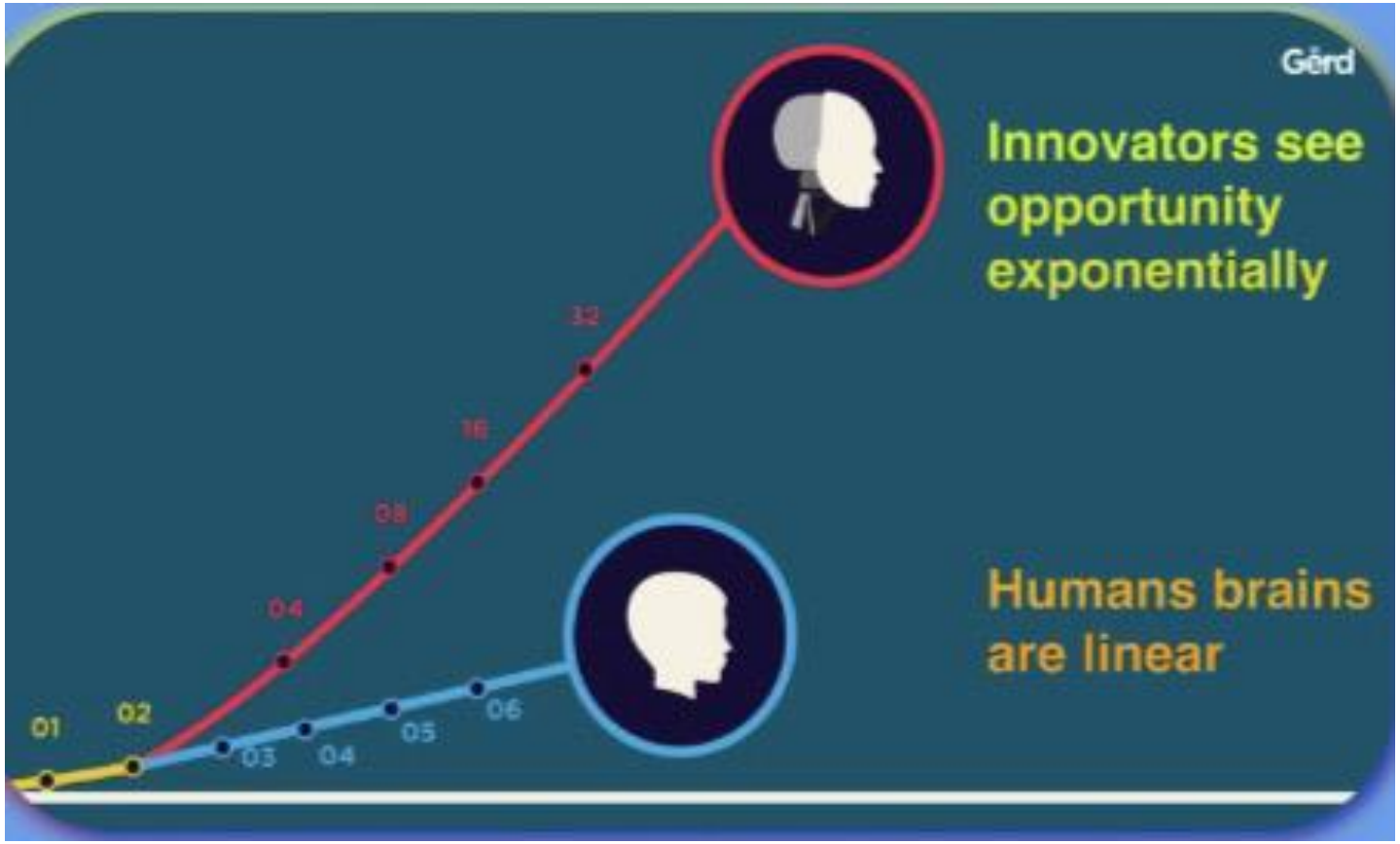
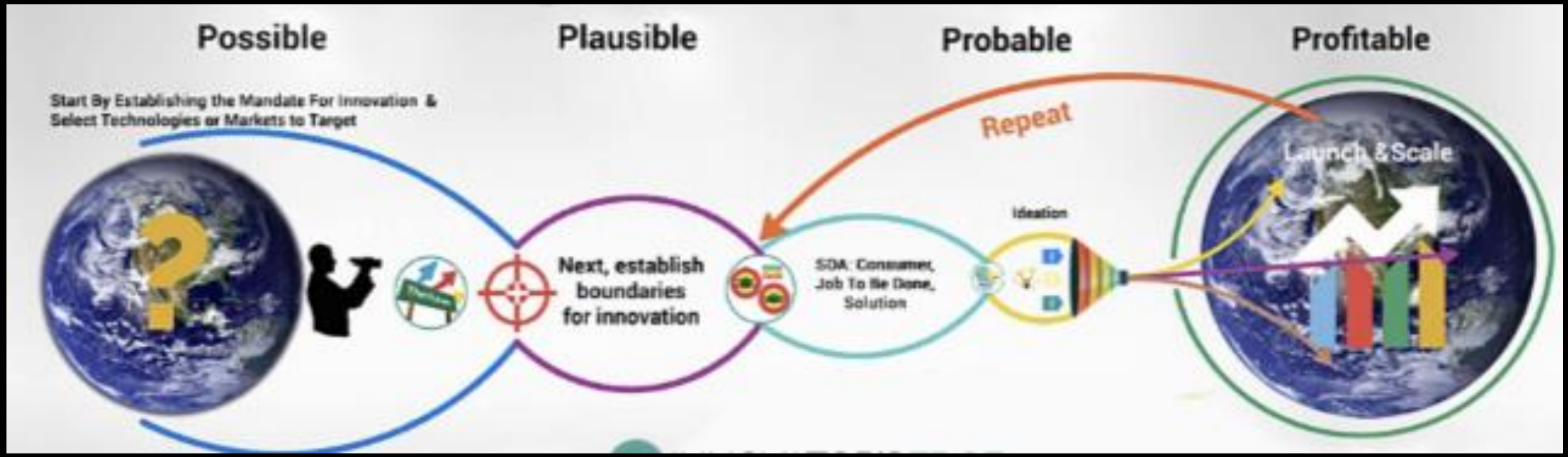
Why Drucker Was & Is Right

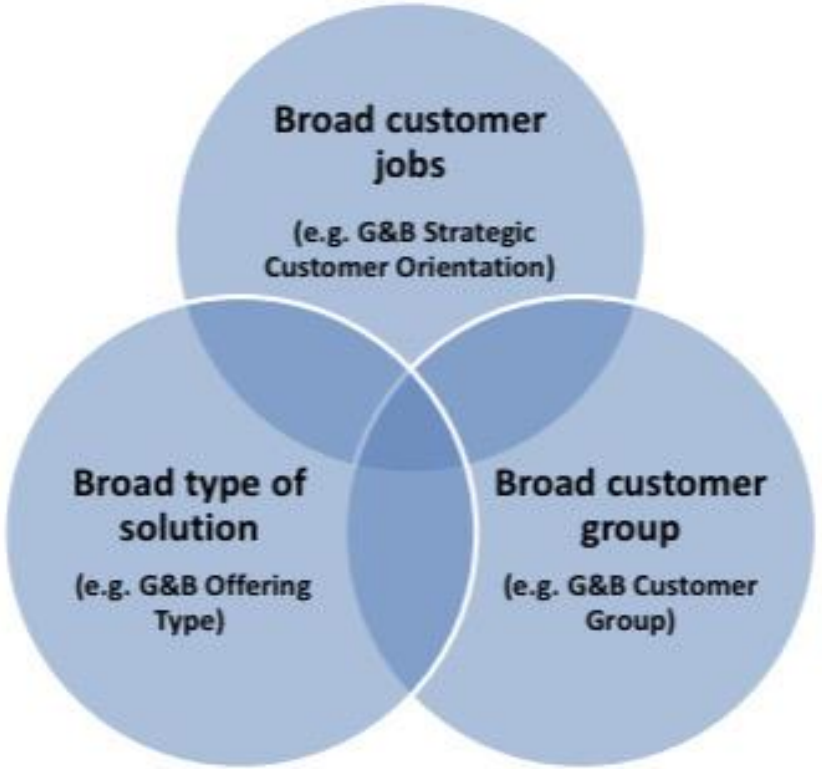
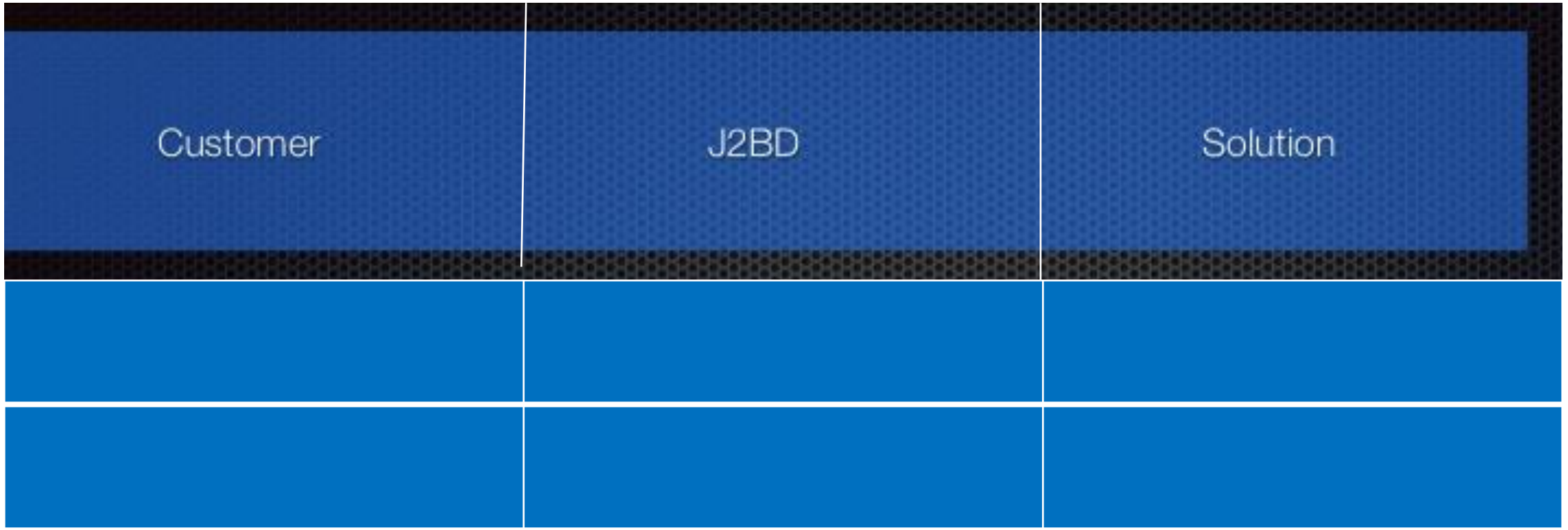
Culture Wins




Possible
Plausible
Probable
Profitable
Start By Establishing the Mandate For Innovation &
Select Technologies or Markets to Target
Repeat
Launch & Scale
Ideation
Next, establish
boundaries
for innovation
SOA: Consumer,
Job To Be Done,
Solution

What defines a good SOA?

- A **customer job + a customer group and/or type of solution**
- Specific enough to be **actionable** (e.g. conduct market research, generate ideas)
- Broad enough for **large potential impact** (e.g. platform potential)



Bringing Design Practice To Insurance Innovation