

FIVE SECRETS OF INNOVATORS

Work Improvement with Rapid Results

WHAT'S YOUR NEXT BIG PRIORITY?

EXCEPTIONALIZE THE RESULTS OF YOUR MOST IMPORTANT WORK.

Consider the work on your plate. Identify one priority to tackle. Take your work priority through five jobs that great innovators do to exceptionalize results!

WINDFALL SERIES™



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WHAT IS YOUR NEXT BIG PRIORITY?

EXCEPTIONALIZE THE RESULTS OF YOUR MOST IMPORTANT WORK.

To prepare for an Innovation Blitz, please consider all the work on your plate. Then identify one opportunity to affect revenue **or** an operational improvement:



Imagine the impact of your work down the line or clients. Which priority impacts revenue most?



Where does work get stuck or where could clients be treated even better?

A FEW PREVIOUS EXAMPLES:

Don't overthink this. Sense your work's priorities as you consider impact. The Innovation Blitz is built on 20,000 different successes. Your innovation can improve any project or priority. Pick one you'll enjoy innovating, for example:



A race merchandise team tackled location selection, tent flow, product mix, and sales process, doubling millions in sales.

An accounting team improved an A/R integration plan, reducing consulting, travel, software, and operational expenses in hundreds of thousands of dollars.



The sleep lab for hospitals streamlined data storage teaming with two engineers, avoiding a \$100,000 purchase.

A grocery pricing team innovated a better grocery pricing, bringing \$145,000 in labor back to serve produce customers with net savings.

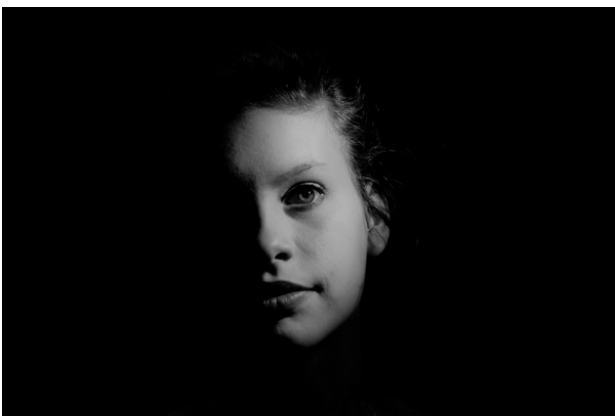


A manufacturer's buyer innovated a way to use raw materials requested by Sales to help close a \$250,000 deal!

Email questions to: mark@windfallseries.com

FIVE JOBS OF AN INNOVATOR

The secret is to do five jobs that award-winning innovators do. With 4,000 successes and a NYT bestseller, Mark Cook helps you exceptionalize results.



SCIENTIST

Discover minds behind the metrics. Simplify understanding 10 places money goes in an organization, but more importantly learn 12 hidden reasons why it comes in the first place.



PHOTOJOURNALIST

Capture every story angle. A picture is worth a 1,000 words and a bold experience even more! Add three critical perspectives no meeting, phone call or analysis can.



CROWDSOURCER

Ask adjacent experts. Do a new kind of networking with the purpose of gaining breakthrough ideas. Gain advice from key new contacts.



MASTER CHEF

Try two new ingredients. After generating 100 ideas, find just two elements that go best together. Streamline simplicity twice or synergize two new complements!



MOUNTAINEER

Go all the way! Don't leave your customers or team behind. Figure out what the *customer's* KPIs are and take everyone to that new place for success (NPS)!