

# Innovation Blitz™



## WHAT'S YOUR NEXT BIG PRIORITY?

EXCEPTIONALIZE THE RESULTS OF YOUR IMPORTANT WORK.

Consider everything on your plate. Identify one opportunity or improvement to tackle. Take your work priority through the five jobs of innovators and exceptionalize results!

### WINDFALL SERIES



Windfall Partners, LC

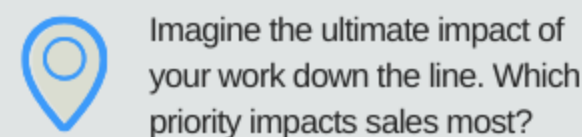
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## WHAT IS YOUR NEXT BIG PRIORITY?

EXCEPTIONALIZE RESULTS ON YOUR IMPORTANT WORK.

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



Imagine the ultimate impact of your work down the line. Which priority impacts sales most?



Where does work get stuck or where could customers 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 expense 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.

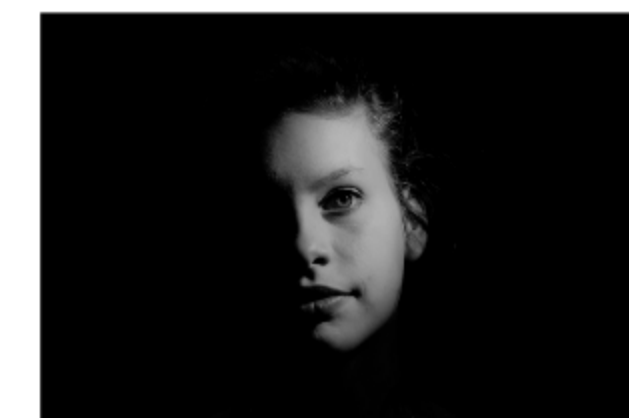


**A manufacturer's buyer** innovated a way to use raw materials requested for months and helped close a \$250,000 deal!

Email questions to: [mark@windfallseries.com](mailto:mark@windfallseries.com)

## FIVE JOBS OF AN INNOVATOR

With 4,000 team successes, Mark Cook will help you improve results by taking your priority through five jobs of award-winning innovators:



### SCIENTIST

**Discover minds behind the metrics.** Learn 10 places money ends up in your organization, but more importantly learn the reasons why.



### PHOTOJOURNALIST

**Capture every story angle.** A picture is worth a thousand words and bold experience even more! Add perspectives and texture no meeting ever will.



### CROWDSOURCER

**Ask adjacent experts.** Do a new kind of networking with the purpose of gaining breakthrough ideas and additional contacts.



### MASTER CHEF

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



### 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 NPS!

[www.markspencercook.com](http://www.markspencercook.com)