

WORKSHEET

Plan your search for what's changing

The change is there showing itself without problem in front of us. But many times, to discover it, we have to be proactive by going to look for it wherever it appears. There are different places where we can direct our gaze to identify it. It is important that, periodically, we plan where we will go to look for and observe it.

STEPS

- 1** Identify where your organization or company should go to look at what's changing. At which fairs, at which congresses, at which meetings, following which competitors, from which suppliers, observing leading customers, etc.
- 2** From the places you've identified to observe, plan when, how, and who will go. (see planning template page 2)
- 3** On the way back, summarize what you discovered. Host a meet with other members of your company and share what you've seen and discovered. Ask yourselves: how will this change affect our company? What benefit can we get from this change? Any ideas?... Write it down in the list of potential innovation ideas.

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SEARCH AND RESEARCH CALENDAR

A lot of information about what changes, without having to go looking for it, will come naturally to you, as a result of your day to day. Of course, you have to be attentive. But there are others that are not. You must plan, over the course of a year, who, when, and where you will go to look to find out what changes. If you don't plan for it, the day to day will win, you won't go and it will escape. There don't have to be many, in each area you apply, identify which ones (briefly describe it in the table), set a date and the person who will do it.

		Trimester 1	Trimester 2	Trimester 3	Quarter 4
	Who	Describe the action, set a date	Describe the action, set a date	Describe the action, set a date	Describe the action, set a date
CONGRESSES to attend					
FAIRS to visit					
COMPETITORS to follow					
CLIENTS to chat with					
SUPPLIERS to talk about					
TECHNOLOGIES to watch					