

WORKSHEET

Challenges and leitmotiv

Periodically, launch challenges that focus on innovation and the transformation of your organization. Here are five tricks to define challenges with value:

STEPS

1 Identifies a problem relevant to solve

The first step is to identify a real and relevant problem of your customers/society/or in your company. Dig deep into the needs, frustrations, and challenges of your market/customers to find your opportunity for innovation.

2 Ask your teams a provocative question

Turn the identified problem into a question that challenges your teams to define how far we want/can solve it. It will also be the way to begin to involve them in its execution.

3 Identify ambitious but achievable goals: challenges

Describe this goal to be solved in a concise, short sentence that calls for action – avoid defining vague or unattainable things. It must be ambitious, but achievable.

4 Describe the benefits to be achieved

Make sure that the proposals you put, identify clear and tangible benefits – how much to achieve and when to achieve it.

5 Communicate it to your organization, make it a leitmotiv

Finish by calling your organization to action in a clear and persuasive way. Invite the members of your organization or company to participate in its achievement. It highlights the benefits, urgency, and unique opportunity that the challenge offers.