



INNOVATION CHECK LIST

- STEP 1. Study demand (listen, look, read e-mails, read letters). Look for customer requests to which you say no. Find out what it would take to say yes.**

NOTE: *In order to capture customer demand you must write it down using the actual words they use i.e. don't write "call about a repair" do write "Why has the engineer not turned up yet? Capturing the actual words gives you clues about what you can change.*

- STEP 2. Watch people doing their work.**

NOTE: *If you feel uncomfortable why not practice on other organisations. At the weekend watch the processes people have to use, when buying things over the internet look for flaws.*

- STEP 3. Be a piece of work; follow it through to the end look for points of friction.**

NOTE: *Actually take a piece of work and stay with it until the end. Follow it between locations if you have to, sit in vans, watch each and every transaction.*

- STEP 4. Be a customer.**

NOTE: *At your team meeting this week get a speakerphone, call different parts of your organisation and see what happens.*

- Step 5. Be a front line person for a day, week, month.**

NOTE: *Go through the training programme really learn what it takes to do the job.*

For more ideas on getting your change programme started get the "getting started guide" at

www.vanguardscotland.co.uk