

Video Transcript

Doblin's 10 Types of Innovation® by MindToolsVideos

Most successful companies develop their competitive edge through some form of innovation.

Many businesses focus on a single area of innovation – customer service, for example, or technology. But innovating in multiple areas can create more value and make it harder for your competitors to copy what you do. Doblin's 10 Types of Innovation® is a useful tool that identifies the key areas to consider when you're innovating. Let's look at each type of innovation in turn.

1. Your Business Model is how your organization makes money. To innovate in this area, think about where your revenue comes from. What could you do to generate more?
2. Network and Alliances are the way you manage supplier relationships and build strategic partnerships. Take a look at your supply chain and identify its strengths and weaknesses. Is there any opportunity to expand on its strengths? Could you outsource weaker areas to other suppliers or contractors?
3. Your Enabling Process refers to the tasks and processes that support your organization. Payroll, IT, and so on. Again, your company may benefit from using external providers for specialized activities, such as marketing, design, or technology.
4. Your Core Process activities are ones that help you to stand out from the crowd. So, take some time to consider how your company's processes give you a competitive edge.
5. Ask yourself whether your company's Product Performance is the best that it can be. How could you make your products or services more appealing, more effective or easier to use? How can you make them stand out from your competitors' products?
6. Your Product System is your offering as a whole. Think about how you could make it more attractive. For instance, is there potential for offering tailored or customized options?
7. Your Service is how you treat your clients and customers. Look for ways to add value to your service. Could you, for example, improve the purchasing process for your customers? Is your website clear, accessible and easy to navigate?
8. Your Channel is the way that customers find out about you. Consider whether you are taking full advantage of newer communications channels, such as social media, which might help you to reach your current customers, and find new ones.
9. Take a fresh look at your Brand and your organization's core values. This can help you to discover better ways to communicate the benefits and value of your company to your customers.

10. Customer Experience is what your customers think or feel about your product or service. Brainstorm new ways to interact and engage with your customers, and think about how you can integrate your brand into their lives.

To learn more about Doblin's 10 Types of Innovation®, read the article that accompanies this video.