

<p><b>Day 1: Start Before You Need to</b></p> <p>How do I know it's time to innovate?</p> <p>Watch for early warning signs, because the urgency of innovation and the ability to innovate are inversely related.</p>	<p><b>Day 2: Remember, The Consumer Is Boss</b></p> <p>How do I spot opportunities for innovation?</p> <p>Take a consumer-is-boss perspective.</p>	<p><b>Day 3: Get the Job Done</b></p> <p>What indicates an opportunity for innovation?</p> <p>Look for an important, unsatisfied job to be done, or a problem that customer can't adequately address today.</p>	<p><b>Day 4: Compete Against Nonconsumption</b></p> <p>Which customers should I target?</p> <p>Look for "nonconsumers" that face a barrier inhibiting their ability to get a job done.</p>	<p><b>Day 5: Find Compensating Behaviors</b></p> <p>How can I find nonobvious opportunities?</p> <p>Consider targeting the compensating behavior that an individual follows to cover the inadequacy of existing solutions</p>	<p><b>Day 6: Get As Close To Context As Possible</b></p> <p>How should I investigate potential opportunities?</p> <p>Start with deep observational or ethnographic research; avoid focus groups like the plague.</p>	<p><b>Day 7: Don't Innovate Blind</b></p> <p>How can I confirm that the opportunity I have spotted is real?</p> <p>Invest the time to understand the market you hope to target; always ask why smart people haven't seized an opportunity that looks obvious to you.</p>
<p><b>Day 8: Go to the Intersections</b></p> <p>How can I get inspiration for an idea?</p> <p>Go to the intersections, and borrow liberally from other contexts</p>	<p><b>Day 9: Seek Ideas From Everywhere</b></p> <p>Where should I look for inspiration?</p> <p>Rapidly explore as many avenues as possible when searching for new ideas.</p>	<p><b>Day 10: Remember: Quality is Relative</b></p> <p>Is my ideas high quality?</p> <p>Quality is a relative term that can only be determined by understanding what matters to the target customer.</p>	<p><b>Day 11: Avoid Overshooting</b></p> <p>Is there such a thing as too good?</p> <p>Is it possible to overshoot your target market by introducing features that the customer will take, but not value enough to pay for.</p>	<p><b>Day 12: Do it Differently</b></p> <p>What is a disruptive innovation?</p> <p>Disruptive innovations create new markets and transform existing ones through simplicity, convenience, affordability, or accessibility.</p>	<p><b>Day 13: Embrace Business Model Innovation</b></p> <p>What is a business model, and how do I innovate it?</p> <p>A business model (BM) describes how a company creates, captures, and delivers value; systematically considering a wide range of BM options can help enable BM innovation.</p>	<p><b>Day 14: Bring it Together</b></p> <p>How can I translate my work into a concrete blueprint?</p> <p>Step back and summarize your work in a comprehensive plan.</p>
<p><b>Day 15: Let Patterns Guide and Actions Decide</b></p> <p>How can I separate good ideas from bad ideas?</p> <p>Use patterns to get a directional sense as to whether an idea is any good, and then run experiments to confirm that directional sense.</p>	<p><b>Day 16: Calculate Your Idea's Four P's</b></p> <p>What is a quick way to estimate my idea's financial potential?</p> <p>Multiply population, penetration, price, and purchase frequency to gain quick insight into an idea's potential.</p>	<p><b>Day 17: Reverse-Engineer Success</b></p> <p>How can I identify an idea's most critical assumptions?</p> <p>Determine what success looks like, and then identify the two most critical things that would have to happen for success to be obtainable.</p>	<p><b>Day 18: Test Critical Assumptions</b></p> <p>How can I learn more about my idea?</p> <p>Tests are the best ways to learn about existing critical assumptions and to identify new ones.</p>	<p><b>Day 19: Bring Ideas to Life</b></p> <p>How can I get people behind my idea?</p> <p>Find creative ways to bring ideas to life in order to build buy-in and motivate action.</p>	<p><b>Day 20: Embrace Everyday Experimentation</b></p> <p>How can I get good at experimenting?</p> <p>Be on constant lookout for ways to run everyday experiments.</p>	<p><b>Day 21: Savor Surprises</b></p> <p>How can I learn the right things from my experiments?</p> <p>Experience the raw data, and focus on findings you did not expect.</p>
<p><b>Day 22: Embrace Selective Scarcity</b></p> <p>How much should I invest in innovation?</p> <p>Embrace selective scarcity with tight timelines, single decision makers, and constrained strategic choices.</p>	<p><b>Day 23: Amplify Your Resources</b></p> <p>Where can I find resources for innovation?</p> <p>Leverage external resources, and redirect currently committed resources.</p>	<p><b>Day 24: Break the Sucking Sound to the Core</b></p> <p>How can I avoid the sucking sound to the core?</p> <p>Active leadership, new voices, safe spaces, and smart borrowing can help protect innovators from the sucking sound to the core.</p>	<p><b>Day 25: Manage the Interfaces</b></p> <p>How do I manage the interfaces between a new business and the core business?</p> <p>Use a range of techniques to make sure you don't accidentally remember what you are trying to forget.</p>	<p><b>Day 26: Reward Behaviors, Not Outcomes</b></p> <p>How can I motivate and reward innovation?</p> <p>Shift from basing rewards on innovation outcomes to rewarding the right behaviors, even if the outcome is unsuccessful.</p>	<p><b>Day 27: Get Quick Wins</b></p> <p>How can I build momentum?</p> <p>Get quick wins to ensure that efforts don't get killed when the ticking clock strikes midnight.</p>	<p><b>Day 28: Practice Makes Perfect</b></p> <p>How can I become systematically better at innovation?</p> <p>Put yourself in circumstances where you have to practice core innovation skills.</p>

