

GMS - Idea Definition Workshop; Defining Customers' Needs Growth Management System (GMS)

Services	Deliverables
<ul style="list-style-type: none">GMS - Idea Definition Workshop	<ul style="list-style-type: none">Up to an 8 hour workshop for up to 20 participants.

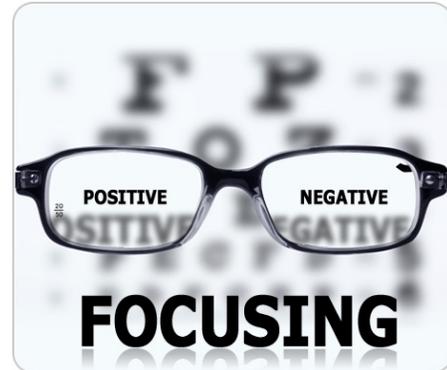
*if applicable, company is responsible for providing lunch for participants and AKA facilitator.

Idea Definition Workshop

This interactive workshop brings clarity to a company's existing pipeline of ideas. For an idea to be worth spending resources on, the customer must be fully understood.

The Idea Definition Workshop takes ideas through the Situation, Solution and WHY CARE. It answers the pertinent questions of WHAT is the situation, WHICH problem are we solving, WHO is the customer, WHY do they care, WHAT is our solution, and HOW can they be convinced that our solution will resolve their problem. The workshop takes the participants through the necessary steps to add definition to the ideas and develops a stronger understanding from the customer's perspective creating a more pertinent solution that matches the companies capabilities with the customer's needs.

Defining ideas better focuses efforts and identifies the difference between what should and what should not be worked on from a Company's perspective.



Upon completion, participants will:

- Quickly separate ideas from a high and low probability of success.
- Prioritize ideas from the highest to lowest probability of success.
- Reduce the risk inherent in innovation by removing guesswork and base decision making on documentation opposed to opinions.
- Document ideas through the eyes of the customer
- Understand the foundation of defining customers' needs through Situation, Solution, and Why Care?
- Quickly identify situations that cause problems that can be resolved
- Identify "Valves" of ideas that can potentially stall or even halt development time.
- Bring true "Definition" to all ideas enabling a better understanding of the customer, their needs, our potential solution and why do they care.

