

ENVISION

1 Description of innovation initiative

EXPAND + BUILD

- 2 Where are you stuck?
- Envision - Picture what might be
 - Expand - Stretch the limits
 - Build - Make it real
 - Engage - Rally support
 - Activate - Set it in motion

“Espresso” unstuck:

ENGAGE

- 3 Ecosystem: Why?
- Grand challenge
 - Business model expansion
 - Customer shift
 - R&D requirement
 - Interconnected solution
 - Profit, platform, purpose
 - Emerging Available Market
 - Other _____

4 Notes: Stuck

5 How will you scale?

6 Ecosystem map

7 Who

a

b

c

8 Commitment Narrative

a

b

c

ACTIVATE

9 Monday Morning custom description

10 **No**, but _____
Yes, and _____
Open mind _____

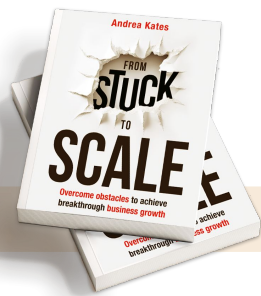
11 Notes: Scale

12 Ahas

Action you'll commit to

Take the diagnostic





Take the diagnostic



THE JUMP-START (directions)

Use this form as a checklist to identify resistance, **enlist support**, and align your team on overcoming obstacles for an important initiative. **Track where you're stuck** and plan actions to move forward effectively.

Step 1: Define your innovation initiative

Write a quick description of your innovation initiative. This will help clarify your focus and set the stage for identifying obstacles and solutions.

Step 2: Identify obstacles

Reflect on where you might feel stuck. Use the 5 prompts under “Espresso” unstuck to identify major obstacles. Write down these challenges in short phrases.

Pro Tip: Use the provided QR code to take a deeper diagnostic if needed.

Step 3: Leverage your ecosystem

Think about how your extended network or ecosystem could provide support. Use the suggested categories (e.g., Grand Challenge, Business Model Expansion) or define your own under “Other.”

Step 4: Summarize key challenges

Write a concise summary of where you feel most stuck. Focus on the areas that require immediate attention.

Step 5: Strategize for growth

Brainstorm ways to scale, grow, or enlist additional resources for your initiative. Capture these ideas in quick, actionable notes.

Step 6: Map your ecosystem

Sketch a visual representation of the ecosystem that could propel your initiative forward. Include key stakeholders, resources, and connections.

Step 7: Identify key stakeholders

List three individuals from your ecosystem whose support could create the most significant impact.

Step 8: Craft commitment narratives

For each key person, write a short “Commitment Narrative.” Frame the opportunity in their terms: what would motivate them to engage?

Example: Highlight how your initiative aligns with their priorities or goals.

Step 9: Plan your next step

Develop a personalized plan for engaging each person. Start with one: What will you do or say next to inspire action?

Step 10: Anticipate reactions

Prepare for your conversations: What might they say that indicates a “no”? What might they say that indicates a “yes”?

Jot down strategies to address potential objections or reinforce their interest.

Step 11: Co-Create solutions

Think creatively about collaboration. How could you co-create something with this person that supports their goals while advancing your initiative?

Step 12: Commit to action

Reflect on your insights (“Ahas”) and write down one action you’ll commit to. Prompt: What’s your next step? Identify the specific action you’ll take to overcome obstacles and enlist support.

