

# Find Out **WHY**<sup>TM</sup>



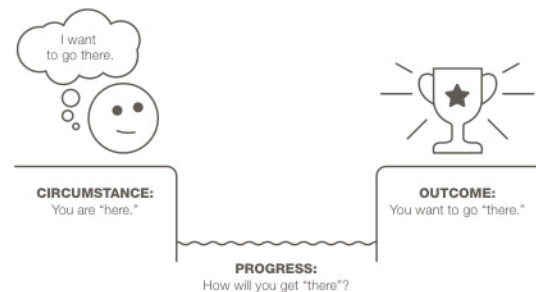
THE KEY TO SUCCESSFUL INNOVATION

For anyone whose success depends on serving customers.

## The Innovation Imperative

In today's world, innovation is not a luxury, it's a necessity—and it's not just for the people in the executive suite or in product development. Innovation is essential for anyone whose success depends on how well they serve their customers. Organizations that establish a pervasive culture of innovation will win.

Yet all too often when we innovate we feel like we are guessing—hoping that our ideas are the right ones. Or, if they are the right ideas, we hope people will embrace them. But successful innovation doesn't need to be left to hope and chance.



## A Culture of Innovation

More than simply coming up with creative ideas, innovating successfully requires us to provide solutions that customers willingly—even eagerly—pull into their lives.

FranklinCovey's newest solution, *Find Out WHY: The Key to Successful Innovation*, helps individuals and leaders at every level understand why customers make the choices they do. Armed with that knowledge, they can design solutions that deliver what customers are looking for—their Job to Be Done.

## Practical Theory

*Find Out WHY* is based on 25 years of research and practice by **Clayton M. Christensen**, Harvard Business School professor and one of the world's most influential business leaders, and **Bob Moesta**, President of The Re-Wired Group and experienced innovator who has been involved in the development and launch of more than 3,500 products, services, and businesses across a variety of industries.

*Find Out WHY* is a foundational solution for everyone involved in innovation and anyone who serves customers—paying or non-paying, external or internal. It provides the essential mindsets, skillsets, and toolsets to help people deeply understand the experiences their customers desire when choosing and using products and services, and then use that knowledge to drive successful innovation.



**THINK DIFFERENTLY**

Recognize the impact of understanding why customers make the choices they do.

**FIND STRUGGLING MOMENTS**

Observe customers using products and services and look for obstacles or frustrations they experience.

**HEAR WHAT CUSTOMERS DON'T SAY**

Interview customers to discover why and how they choose and use specific products and services.

**FRAME THE JOBS TO BE DONE**

Create a concise summary of customer Jobs to Be Done.

**DESIGN FOR PROGRESS**

Generate innovation opportunities that satisfy customer Jobs to Be Done.

“ *Innovation can be far more predictable—and far more successful—but only if you think about it differently.* ”

**CLAYTON CHRISTENSEN, TADDY HALL, KAREN DILLON, DAVID DUNCAN**