

Innovate the way you innovate.

Ideas for new solutions are essential and necessary, but we're overflowing with easily accessible ideas in today's world. Creating one more will not bring additional value and hardly make a difference in competition. Instead, what's needed are bold visions to clarify a meaningful direction that makes sense of the new opportunities in front of us.

Looking at innovation in several industries shows that every company keeps developing new solutions. Still, only a few can create new meanings and become the true winners in the market.

What pushes these companies to produce new meanings? There are four possible drivers that you should check to understand if it is time for innovation of meaning instead of a solution: misalignment with the market, commoditization, a new technological opportunity, a lost focus in your organization.

Driver	Indication	Questions to ask	Results to expect
People	Misalignment People's lives change, but the industry remains in old interpretations.	<ul style="list-style-type: none"> • Is there a change in people's lives? • Are customers unaffectionate towards products in your industry due to lack of continuous innovation? 	New Alignment Capture what people are genuinely searching for, discover their latent aspirations.
Competition	Undifferentiation All competitors focus on the same performance.	<ul style="list-style-type: none"> • When was the last time a new meaning emerged in your industry? • How long has your industry been competing on the same performance parameters? 	New Delighters Stand apart from the competition.
Technology	Technology Substitution New technology is emerging, but until now, it's simply a substitute for an old one to improve existing performance.	<ul style="list-style-type: none"> • Is a new technology emerging? 	Technology Epiphany Capture the untapped value of new technology.
Organization	Lost or Unfocused The organization has lost its purpose or offers too many meanings.	<ul style="list-style-type: none"> • What is the meaning of your product? How long ago did you explicitly question it? • Have new key people joined your organization? 	Focus Provide a direction, a clear value to customers, energize the organization and build leadership.

At Henrik Jensfelt Design, I take clients through three phases using an agile innovation process and experiments to envision beautiful, sustainable, and profitable proposals for future growth. Want to see if we'd be a good fit to work together on your innovation challenge? Please send me an [email](mailto:henrik@henrikjensfelt.com) or visit www.henrikjensfelt.com/lets-talk.