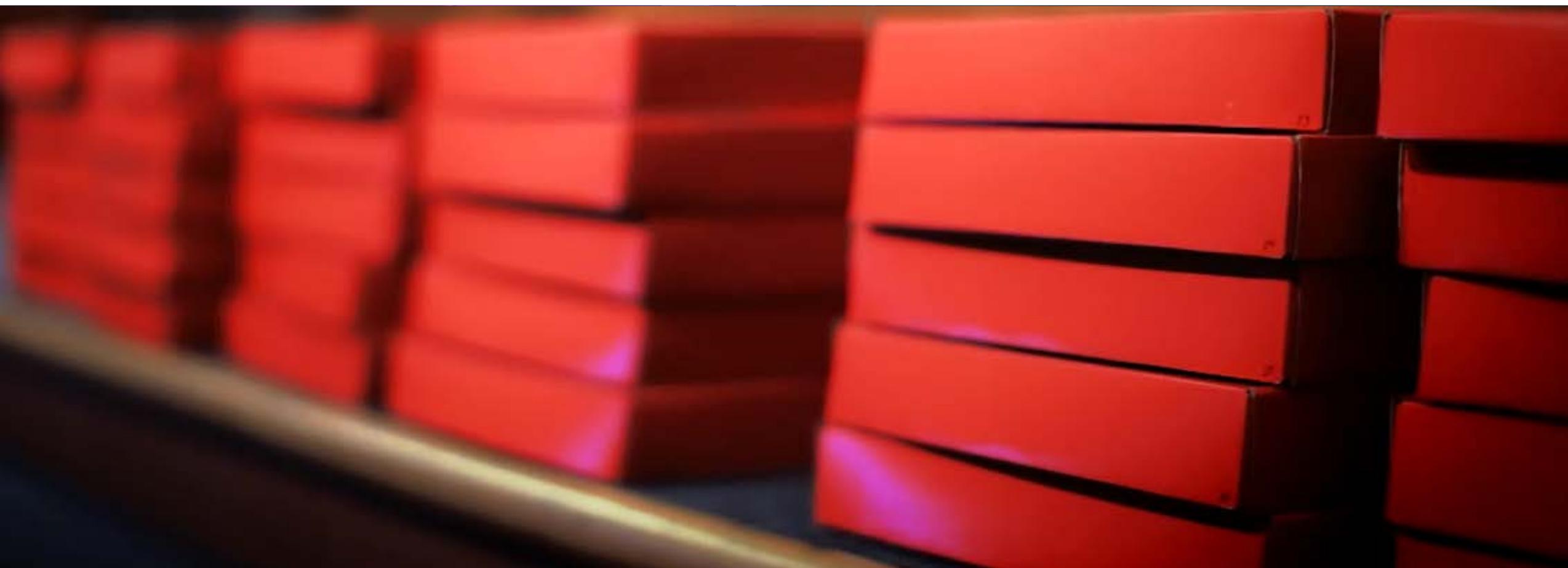




@markran

# Thinking Inside the Box

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ADOBE Kickbox



Focus on creating innovators, not innovations.







Sugar



Caffeine





A close-up photograph of a person's hand holding a red folder. The folder is open, revealing a red interior with a white arrow pointing towards the text "[Start Here]". The text is written in a white, sans-serif font. The background is dark and out of focus.

*[Start Here]*

LEVEL 6	LEVEL 5	LEVEL 4	LEVEL 3	SECTION 2b	SECTION 2a	LEVEL 2	SECTION 1a	LEVEL 1
<p>Th Yo Pr yc</p> <p>Th</p> <p>V</p> <p>Th ab se</p> <p>"We</p> <p>Wl An ho ev</p> <p>Cc</p>	<p>B d th c tl e</p> <p>O n T w te b p c le</p> <p>W tr c h y Y w d li</p> <p>C</p>	<p>St</p> <p>1 2 3 4 5 6 7 8 9 10 11 12</p> <p>Cc</p>	<p>Th Th It c of yo Do</p> <p>k p</p> <p>Pr</p> <p>Hil blc</p> <p>Cc</p>	<p>Ac To OL ac im arr Jo</p> <p>As</p> <p>"W "H "W "W</p> <p>Gr Inr Int</p> <p>En pe sta</p> <p>Off Ca ge</p>	<p>Fr ld th</p> <p>•/</p> <p>•/</p> <p>•/</p> <p>•I</p> <p>•I</p> <p>gr st bc cc</p> <p>Fi E qt er fr Bi pi fo</p> <p>•c</p> <p>•I</p> <p>•I</p> <p>•I</p> <p>•c</p> <p>Se</p>	<p>SECTION 1a</p>	<p>LEVEL 1</p>	

# [Start Here]

## This is KickStart.

You have chosen the red box.

You hold in your hands everything you need to begin a personal journey into the heart of innovation. You will be guided step by step through imagining something wonderful, experimenting to make it great, then turning your vision into reality. KickStart can light the way but only you can choose where the journey leads. This is not a training exercise. KickStart is about doing it. For real.

Starting now.

To begin, turn this card over.

Inception. **1**

Ideate. **2**

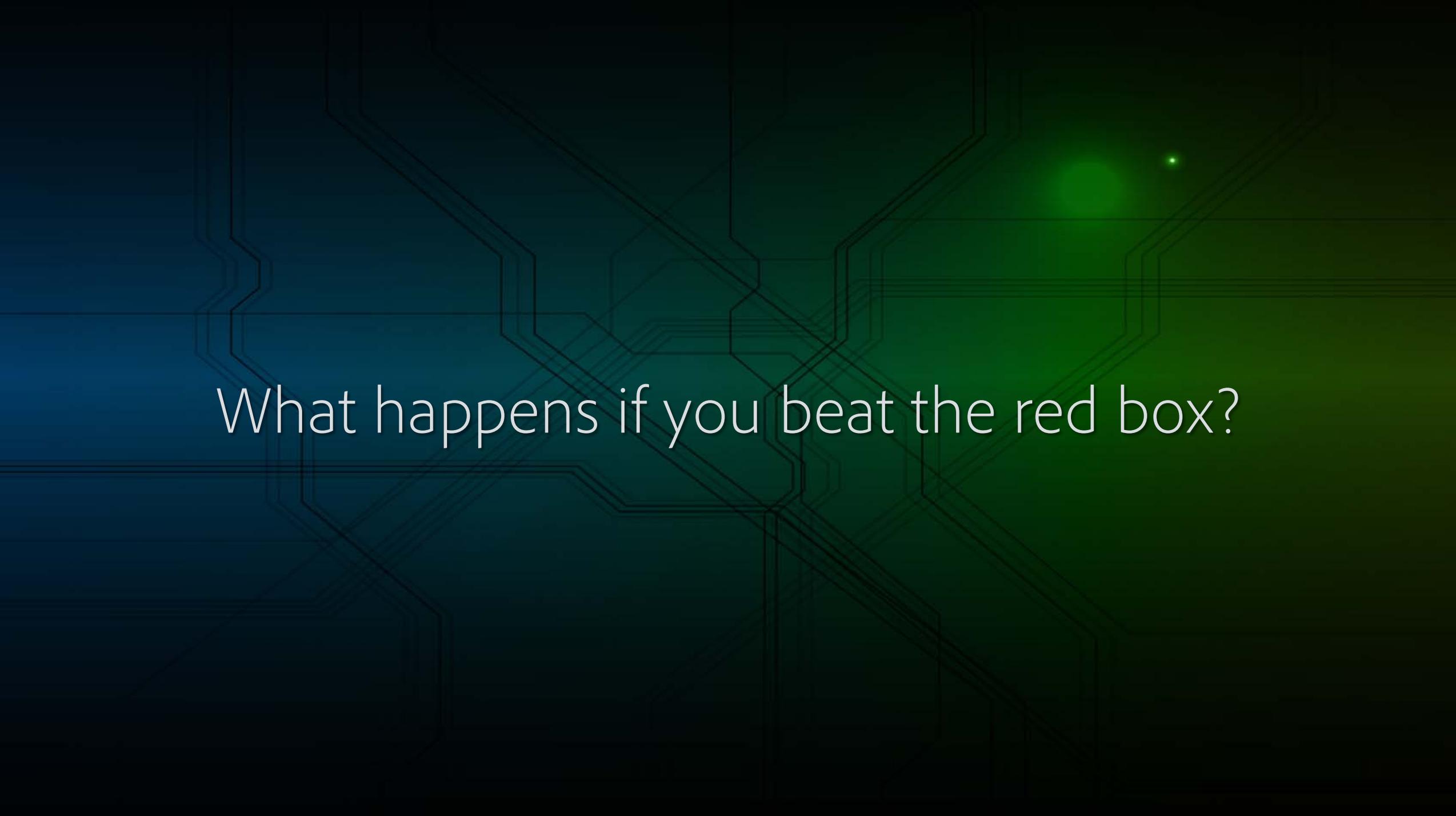
Improve. **3**

Investigate. **4**

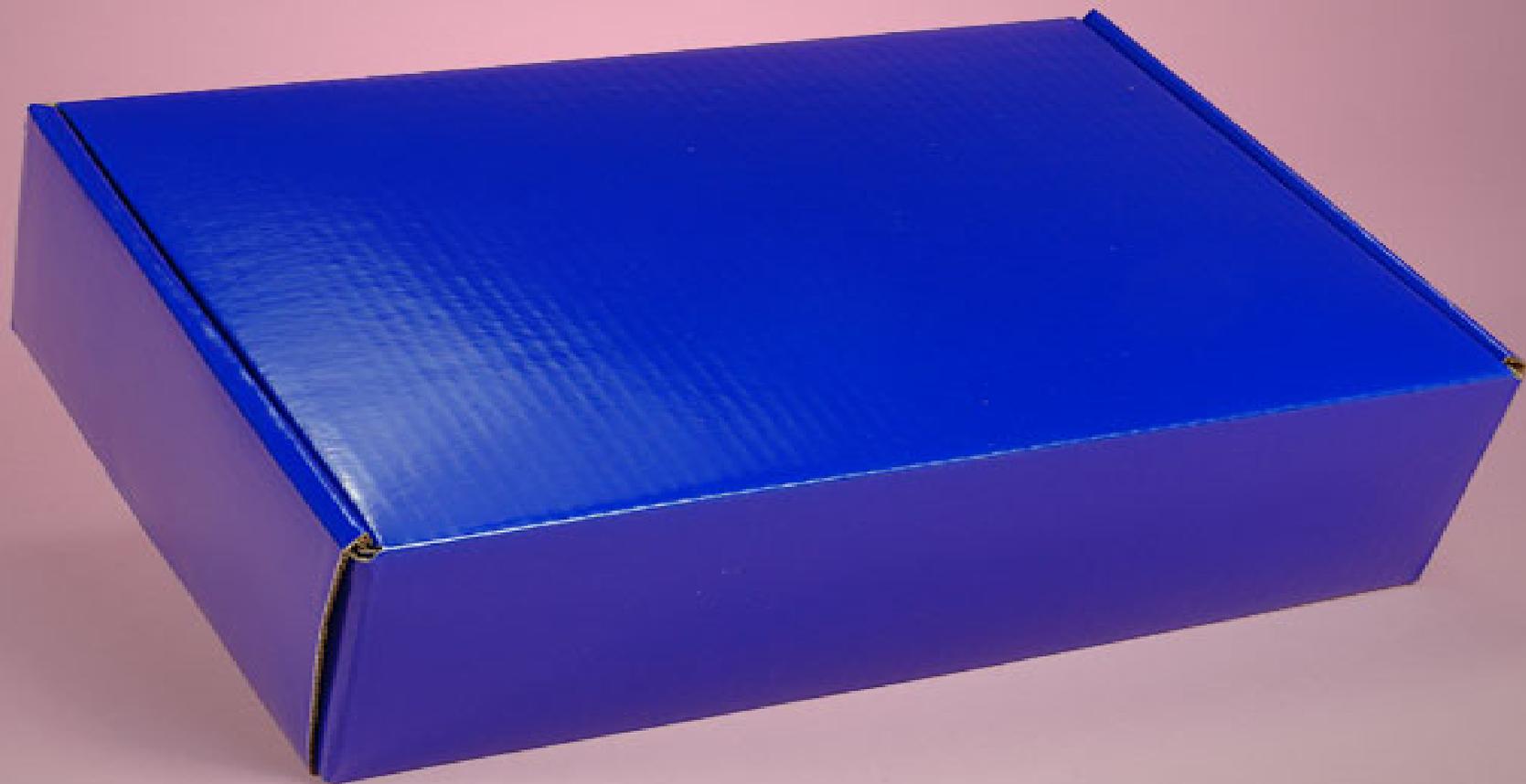
Iterate. **5**

Infiltrate. **6**

Make it a self-directed,  
step by step process.



What happens if you beat the red box?



LEVEL 1

# Inception

**This is where it begins.** There are no born innovators. Ordinary people become great innovators when motivated by compelling reasons. Corporate mission statements are not enough. There must be good reasons. Personal reasons. To begin anything without clear motivation is to fail before you start.

→

Adobe KickStart

LEVEL 2

# Ideate

Creativity is not mysterious. While the brain chemistry that sparks neurons into creative connections is not well understood, we can follow steps likely to trigger the kind of creativity we're after. Here's how.

Innovation is the implementation of creative ideas. To be innovative, the creative ideas we seek must be both novel and useful. Novel ideas are the result of insight. Usefulness is based on internal and external input.

```

graph TD
    Insight --> CreativeIdeas[Creative Ideas]
    Input --> CreativeIdeas
    Novelty --> Innovation
    Utility --> Innovation
    CreativeIdeas --> Innovation
    
```

→

Adobe KickStart

LEVEL 3

# Improve

Raw ideas are like newborn caterpillars. They have great potential but are not yet ready to spread their wings and soar. They must first undergo a metamorphosis to grow stronger and more refined.

**Capture**  
As your ideas arrive, compile them in one place. It's helpful to express each idea in a consistent product statement. This abbreviates a product definition into one sentence:

"A <product/service description> for <target customer> that <key value> enabling <primary benefits> unlike <existing alternatives>."

An example would be:  
"A portable music player for audiophile music lovers that plays music files from lossless formats enabling improved quality unlike iPods and other compressed file players."

**Combine**  
If you are engaged in targeted discovery, perhaps focused on an RFI, business KPI or strategic objective, many of your raw ideas will have similarities. Go through your list and consider each based on relevant criteria such as problem space, value proposition, customer type, distribution channel, delivery platform and technical components. Can any ideas be logically combined? If doing so strengthens each idea without defocusing either, try combining them.

→

Adobe KickStart

LEVEL 4

# Investigate

Level 4 is about **Discovery** and **Validation**. These can also

LEVEL 5

# Iterate

You have a functioning experimental platform running with traffic, beta sign-ups and data being captured. **Now**

LEVEL 6

# Infiltrate

The path behind you is long. Many have fallen along the way. When others gave in, you pushed on. Some call it inner strength. Others call it stubbornness. **You have reached the final level of the red box. Well done.**

LEVEL

1

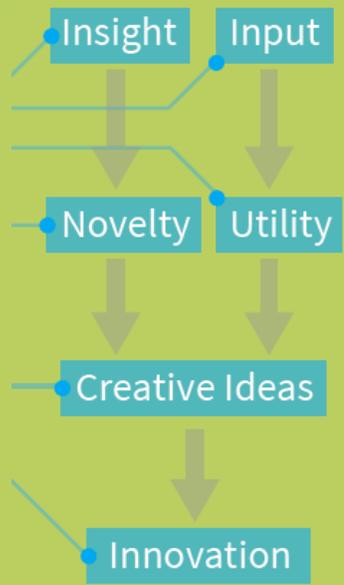


# Inception

Begin with  
motivations

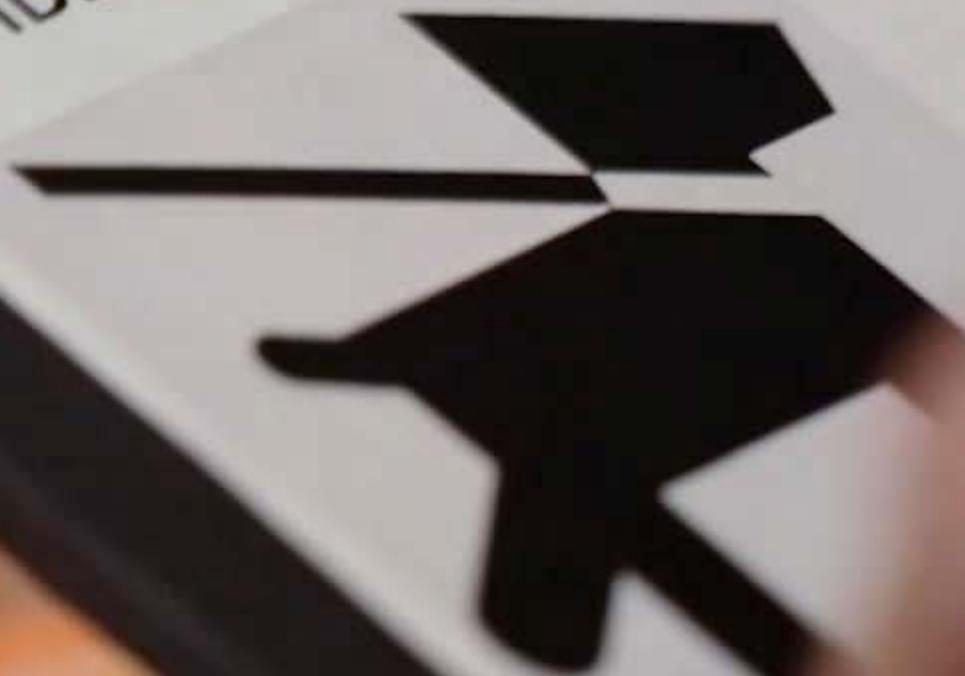
# Ideate

LEVEL  
2



Innovation is born  
of insight and input

BAD IDEAS



# BAD IS GOOD

**Kick off your process with a formal idea generation session. Block 45 minutes on your calendar at a time you'll be rested. Find a quiet place and silence electronic distractions. Place a pen, the Bad Ideas book and a pad of Post-It notes in front of you. Set the KickStart timer for 45 minutes. Do not allow interruptions. Use your observations and questions from 2b as a jumping off point. Brainstorm. Jot down interesting thoughts in rows, circles or clusters to reflect related concepts. place sticky notes in rows, circles or clusters to reflect related concepts. If any unrelated thoughts encroach, like "Don't forget to call Mom!" queue it on a Post-It off to the side.**

**After your solo ideation session, be patient. Creativity is a background process. It may be helpful to have brainstorming sessions with others as well. Do what works for you.**

**Complete actions on 2a and 2b. Go to Level 3.**

[Stop]

Inf

Inv

R 3 A B

**Bad ideas are the most common source of great ideas.**  
The most common source of great ideas look like bad ideas. That's why the most successful people have a notebook for bad ideas but not a notebook for good ideas. We're not saying that's the only way to generate ideas. There are many other ways to generate ideas. But if you want to generate ideas, you need to have a notebook for bad ideas. We're not saying that's the only way to generate ideas. There are many other ways to generate ideas. But if you want to generate ideas, you need to have a notebook for bad ideas.



# Improve

LEVEL

3

Compress, combine,  
refine and evaluate.

Score card, canvas & checklists  
drive constructive feedback.

	Compelling Customer Need	Customer Value
	Compelling Solution	
	Sustainable Advantage	Company Value
	Addressable Market Size	
	Future Market Growth	
	Path to Future Opportunities	
	"Wow" Value	

# Investigate

LEVEL  
4



Validate the Problem.

Validate the Solution.



**Iterate**

LEVEL  
**5**

Refine hypothesis.  
Run out of money.

# Infiltrate

LEVEL  
6



Stop playing HiPPO,  
bring experimental data.



Aligning passion + purpose = Win!

# 23 blue boxes

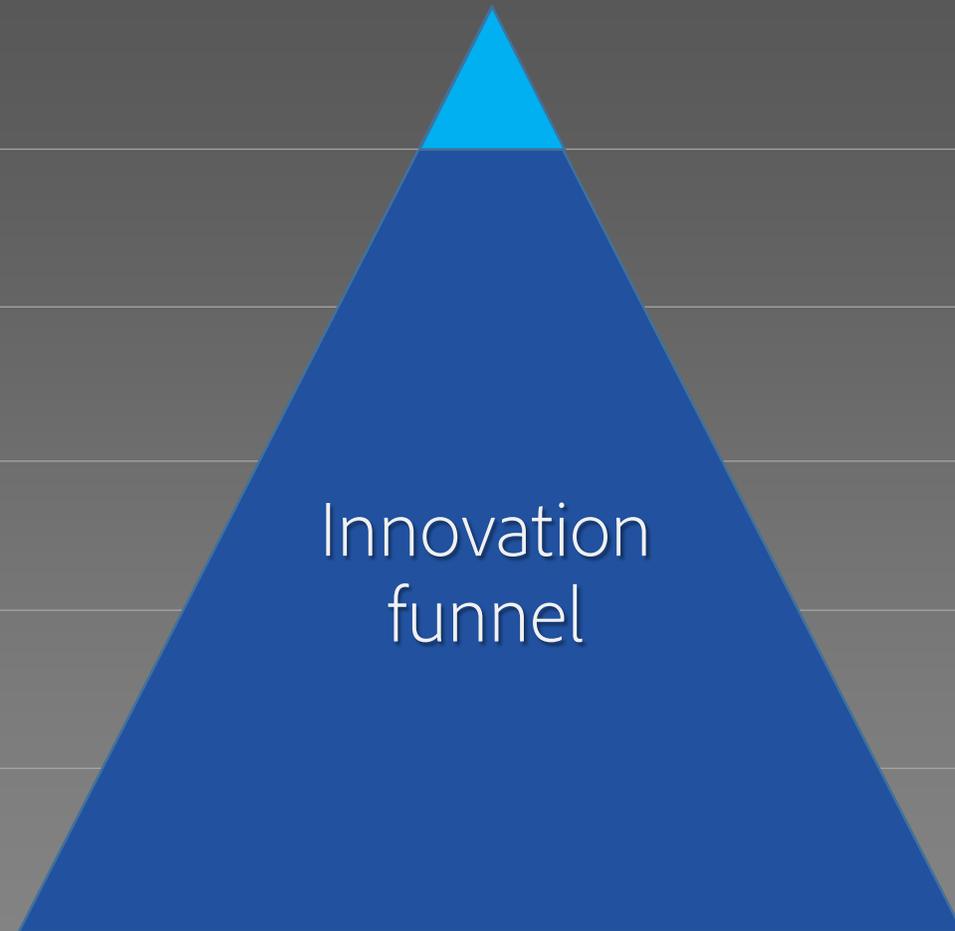
6: Infiltrate 6%

4 & 5: Investigate 22%

3: Improve 45%

2: Ideate 63%

1: Inception 92%





ADOBE Kickbox

Open source, free download

[kickbox.adobe.com](http://kickbox.adobe.com)

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