**The four lenses of innovation**



**Step 1 (Challenging Orthodoxies)**

* What are the dominant conventions in your field, market, or industry that are outdated, unnecessary, or just plain wrong?
* What would you change about the way things are done if you could?


**Step 2 (Harnessing Trends)**

* Where are the current trends that will, now and in the future, that can open new opportunities for your business?
* What will be the tsunami in your industry? How can you make sure you ride this wave instead of being washed by it?



**Step 3 (Leveraging Resources)**

* How can you take your existing skills and assets you only possess and arrange them into new ways, combinations and contexts that add up to more than the sum of their parts?



**Step 4 (Understanding Needs)**

* What are the unmet needs and frustrations of your customers that everyone else is simply ignoring?
* How can you design a new solutions tailored to these problems?