21 ways
for innovation
outline & examples

21 ways cross-industry inspiration

_____

***21 ways to strategise and innovate* is a set of critical questions, checklists and examples from all over the world to help you innovate.**

21 ways sets provide cross-industry inspiration for: product and service ideas, product development, process and service innovations, government innovations, business model innovation, new business development and defining strategic directions.

Based on a client's question, we extract important trends, successful innovations, principles or evolutions. The list of 21 principles changes per question. 21 ways sets are useful in individual or group brainstorms, in new business development and strategy sessions.

Combining the input with an interactive engaging presentation and/or workshop clearly helps to come up with new connections, great ideas and enriched concepts.

21 ways sets are created by Marc Heleven
and presented by Ramon Vullings.

Smart uses for 21 ways sets

21 ways sets provides innovation inspiration for: *More effective marketing, sales increase, smart product placement, better customer retention, supply chain optimisation, smart cost reduction, generate more customer engagement, business planning, moving from products to solutions, better design, pricing models, smarter routing, employee motivation, …*

Get your own 21 ways set

21 ways sets are custom made based on the question formulated by the client.

Starting with the research question, Marc Heleven comes up with a list of 21 principles for which 3 to 7 examples are matched from all over the world, from different sectors. This overview and the **copy-adapt-paste** method help organisations to innovate faster. 21 ways sets are a spring board for innovation.

Please contact us for a custom 21 ways set for your innovation challenge!

www.crossindustryinnovation.com/21ways

Examples of client questions for 21 ways
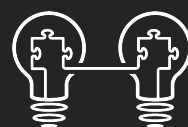
EXAMPLE

1

CLIENT

GDF SUEZ

INDUSTRY

— Energy

INNOVATION QUESTION

Find 21 ways for better risk/cost equation in operations and maintenance.

Principle	Cross-industry inspiration	Investigate unique approach of	
Multi skilled	Submarine crew has to be able to operate, maintain and repair every system on board.	S.B. SUBMARINE SYSTEMS	
Standardisation	One machine with +500 *attachments*, also an advanced fleet management model.	JCB LOADERS	
Low cost	Radical maintenance improvements and innovations of low cost airlines.	RYANAIR	
...	...	...	

EXAMPLE

2

CLIENT

Celgene
Committed to
improving the lives
of patients worldwide®

INDUSTRY

— Pharma

INNOVATION QUESTION

Find 21 ways to place the patient at the centre of our business.

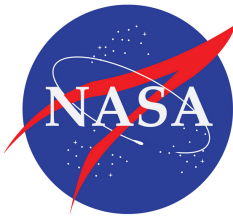| Principle	Cross-industry inspiration	Investigate unique approach of	
Customer focus	Routing and close relation between design and packaging. Ikea virtual assistant.	IKEA	IKEA
Spinoffs	Remarkable examples of spinoffs providing benefits for everyone.	NASA	NASA
Crowd sourcing	TomTom crowdsourcing and real time customer information.	TOMTOM	TomTom
…	…	…	

EXAMPLE

3

CLIENT

Amsterdam airport
Schiphol

INDUSTRY

— Travel

INNOVATION QUESTION

Find 21 ways for inspiration for the design of a new airport pier / terminal.

Principle	Cross-industry inspiration	Investigate unique approach of
Themed	Thematisation and building bridges between cultures. Crowd management.	TOMORROWLAND
Modular	The future-proof modular airport that never stops changing.	LEGO
Experience	Applying the 7 secret ingredients for a perfect cruise experience.	ROYAL CARIBBEAN INTERNATIONAL
…	…	…

EXAMPLE

(4)

CLIENT	INDUSTRY	INNOVATION QUESTION
Belastingdienst	— Government	*Find 21 ways 21 ways to innovate the tax and customs administration*

Principle	Cross-industry inspiration	Investigate unique approach of	
User Driven	How to get a clear view of your total financial life. User driven design.	MINT	mint.com
Make it fun	The fun theory: changing behaviour by adding some fun or positive rewards.	VOLKSWAGEN	Das Auto.
Big data	1-Click, Cloud drive, The SLAM model (Scan, Label, Apply, Manifest)	AMAZON	amazon
...	...	...	

EXAMPLE

5

CLIENT

Pamosa ®
DUTCH PAPRIKA GROWERS

INDUSTRY

— Food

INNOVATION QUESTION

Find 21 ways on how to sell more Dutch Paprikas

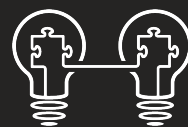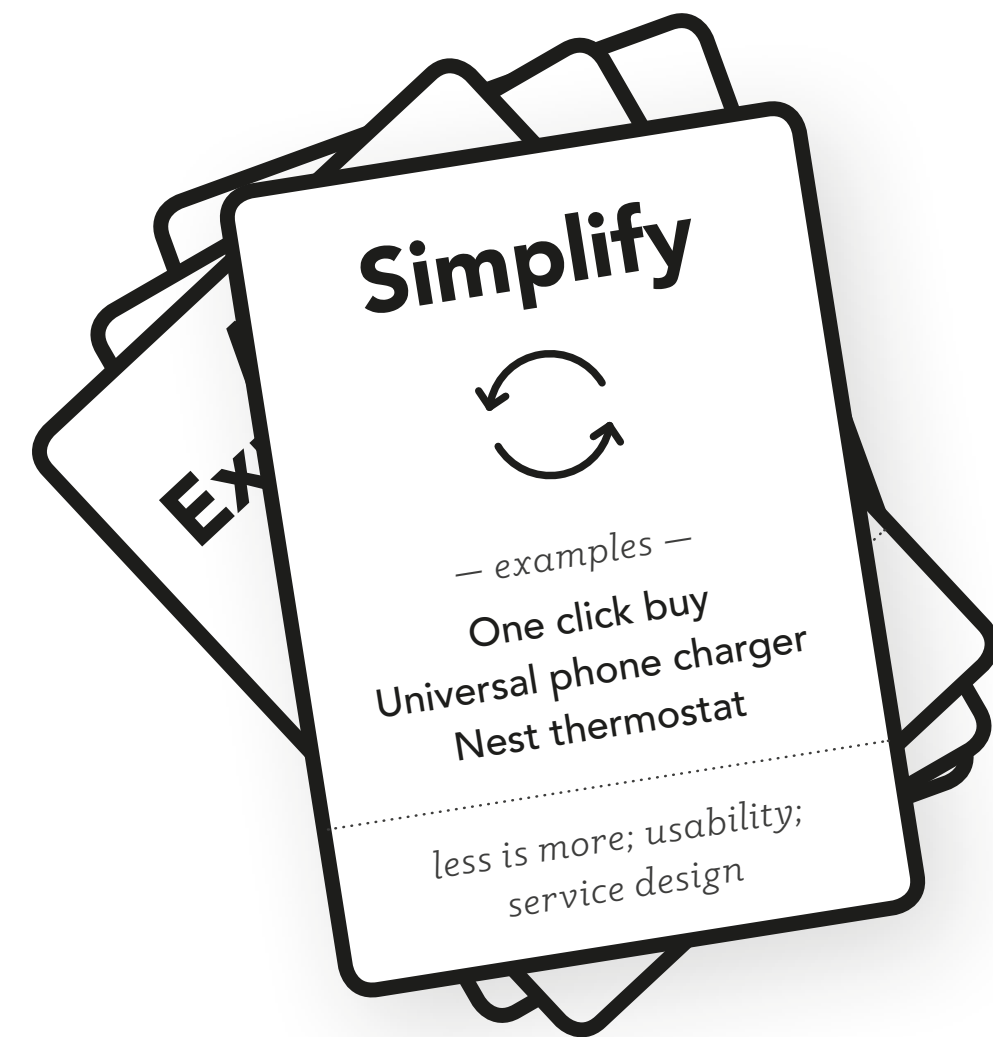| Principle	Cross-industry inspiration	Investigate unique approach of
Exclusivity	International branding, packaging and export of rare products to Japan.	DIAMOND TRADE Antwerp Diamond Trade fair
Retail future	Learning from Tesco Innovation lab and future of retail. Cradle to cradle.	TESCO
Co-branding	Co-branding and crowdsourcing flavors.	LAYS
...	...	...
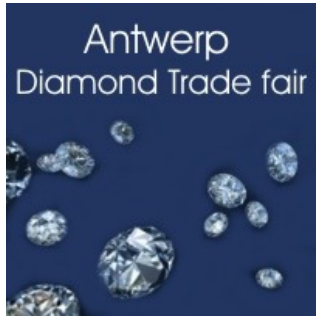
21

innovation principles

EXAMPLE

Simplify

↻

— examples —

One click buy
Universal phone charger
Nest thermostat

....

*less is more; usability;
service design*

Ex

The steps for using this tool:

1. Investigate the principle: What is the essence?

2. Make a direct association **(copy-paste)** for your situation

3. Make two conceptual associations **(copy-adapt-paste)** for your situation

4. What should we do or use? And how can we test this quickly?

21 ways

Visit <u>crossindustryinnovation.com</u> to get professional support, to download your own card set and see more examples of 21 ways sets.

21 innovation principles

1. **Low cost**
2. **Shortcuts**
3. **Self solutions**
4. ...
5. ...
6. ...
   ...
21. ...

1

Learn from low cost airlines

EXAMPLE

- Better
- Faster
- Cheaper

EXAMPLE

Ryanair

Add, Subtract and Differentiate

Check the source for more info: www.destination-innovation.com/articles/?p=802

EXAMPLE

Ryanair

Ways to Innovate your Product or Service - Add, Subtract, Differentiate.

If you are looking for product or process innovations then try some mathematical operators – add, subtract and differentiate. What can you add to your product, what can you take away and how can you differentiate? Let's look at how Ryanair used this approach to take on the established airlines.

Michael O'Leary, the founder of Ryanair looked at the whole business process of passenger flights and built a new model. He started by subtracting all the frills that meant extra cost. He subtracted:

* Travel agents – you book direct over the Internet so the middlemen and their costs are cut out.

* Tickets – you show your passport and quote your reference number. Subtracting tickets saves costs.

* Allocated seating – you choose a seat when you get on the plane – just like on a train or bus.

* Free drinks and snacks. If you want a drink you have to buy it.

* Customer care – Ryanair has one-tenth the number of customer care attendants per passenger mile compared to BA. If you have a complaint the answer is generally – 'hard luck but what did you expect with such a cheap flight?'

Check the source for more info: www.destination-innovation.com/articles/?p=812

EXAMPLE

Then O'Leary added some new ideas with the aiming of supplementing revenues:

* Advertising on the outside of aeroplanes

* Ancillary deals with hotels, car hire and bus companies whose tickets are sold on Ryanair flights

Finally Ryanair differentiated its approach with:

* Smaller regional airports who offered low prices to get the traffic volume that Ryanair could bring.

* Cheap in-house marketing featuring controversial advertising (one ad featured the pope) and outrageous PR stunts.

* Buying aircraft cheaply – by choosing times such as just after 9/11 when demand and prices were very low.

Check the source for more info: www.destination-innovation.com/articles/?p=802

Shortcuts

EXAMPLE

Free relocation

Check the source for more info: https://www.transfercar.co.nz

No intermediaries

3D Printing of Repair Parts

Check the source for more info: http://www.forbes.com/sites/rakeshsharma/2014/01/15/1255/
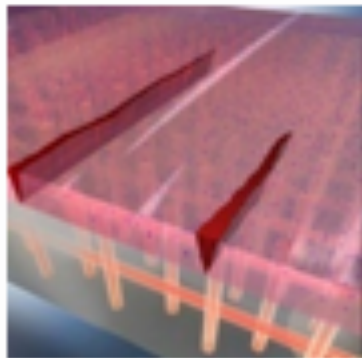
EXAMPLE

Self Solutions

More self solutions

Another example of "self" is the new Gibson Guitar. We know about self-tuning form our TV sets. Once they are installed, they are self-tuning all channels. This is old for TVs, but new for guitars. Can a guitar tune itself? Technology allows the solution today: the gibson self-tuning guitar.

BART WALSH
GIBSON CLINICIAN

http://www.gibson.com/robot guitar/RobotGuitarVideoVoting.aspx

Self-healing plastic

Self-waxing ski

Self check out

Self-heating rice
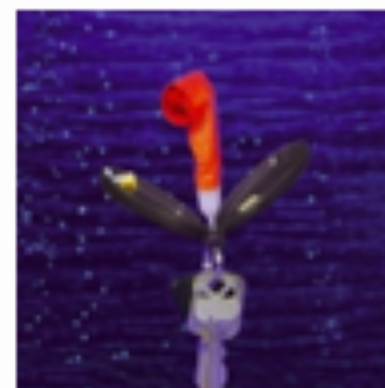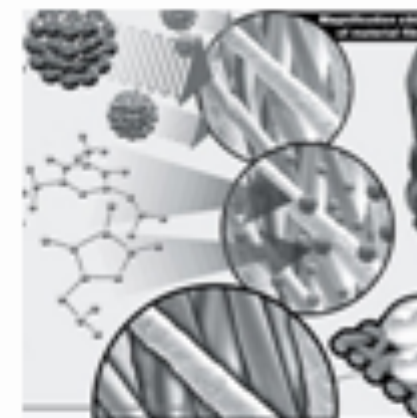
Self-stirring mug

Self-removal snow

Self-inflating keyring

Self-cleaning clothes

Self-erasing paper

Check the source for more info: http://www.moreinspiration.com/search

EXAMPLE

More self solutions

self-acting self-actuated self-actuating self-actuation self-adapting self-adaptive self-addressing self-adhering self-adhesion **self-adhesive** **self-adjuster** selfadjusting
SELF-ADJUSTING self-adjustment **self-administer** self-administered self-administering selfadministration self-administration self-align **self-aligned**
Self-aligning **self-alignment** self-aligns Self-applying **self-assemble** selfassembled self-assembled **self-assembling** SelfAssembly
self-assembly self-assessment self-balancing self-bearing self-bias self-biased self-biasing self-bifurcatable self-bonding **self-boosting** self-braking self-calibrate
self-calibrating selfcalibration **self-calibration** self-cancelling self-capacitance self-centered selfcentering **self-centering** **self-centring** self-characterization
Self-characterizing selfcheck self-check self-checking SELFCHKEN self-circulating self-clean **self-cleaning** self-clearing self-clinching self-clocking self-closer **self-closing**
self-cohering self-coiling self-commutate self-commutated self-commutates self-commutating self-commutation self-compensating self-compensation self-complementary self-configuration

Self-Configuring self-connect self-connected self-connecting self-consistent selfcontained **self-contained** self-control self-controlled self-convolution self-convolutions
self-cooled Self-Cooling self-correct **self-correcting** self-correction self-correlated self-correlation self-crimping self-curling Self-damped selfdescribing **self-describing** self-destruct
self-developing **self-diagnosis** selfdiagnostic **self-diagnostic** **self-diagnostics** self-discharge SELF-DISINFECTING self-dispersing self-distance
self-draining self-drilling SELF-DRIVEN self-energization selfenergized **self-energized** **self-energizing** self-engage self-engaging self-evident self-evidently self-excitation
self-excited **self-exciting** selfexecuting **self-executing** **self-expanding** self-explanatory selfextinguishing **self-extinguishing** self-extinguishment Self-Filling
self-flattening self-flowage self-focusing self-generated self-generating selfguiding self-guiding self-hardening self-heal selfhealing **self-healing** self-heat self-heated self-heating self-held
self-holding self-identity **self-illuminating** self-imaging self-induced **self-inductance** self-induction Self-inflating self-inhibit self-initialize self-initializing self-initiate self-interrupting
self-isolating self-lapping SELF-LATCHING selflearned self-learning **self-leveling** self-levelling **self-limiting** self-load self-loading self-localization self-location self-lock
self-locking selflubricating **self-lubricating** self-lubrication self-luminous Self-Maintaining self-management self-measurement self-metering **self-monitored**
self-monitoring self-moving self-negating self-noise SELFOC self-optimized Self-Optimizing **self-organization** self-organize self-organized
self-organizing self-orientation self-orienting **self-oscillating** **self-oscillation** self-oscillations self-oscillator self-packaging Self-photography self-piercing
self-position self-positioning selfpowered **self-powered** self-powering self-priming Self-processing self-programming self-propagating selfpropelled **self-propelled**
selfpropelling **self-propelling** Self-Propulsion self-protected self-protection selfprovisioned self-provisioning self-quenching self-rechargeable self-recharging self-redemand self-referencing
self-refilling self-refresh self-regenerating self-regulated selfregulating **self-regulating** selfregulation self-regulation self-releasing self-renew self-renewal self-repair self-repairing
self-reproducing self-reprogram self-resetting Self-resonance selfresonant self-resonant self-restoring self-retaining self-retracting self-righting self-rupturable self-sacrificing selfsame
self-scanned selfscanning **self-scanning** SELF-SCHEDULING self-score **self-scoring** self-seal self-sealed selfsealing **self-sealing** self-seals
self-securing self-sensed **self-sensing** **self-service** SELFSERVO self-servowrite selfservowriting self-servowriting **self-shadowing** self-sharpening self-shielded self-shielding
self-similar self-similarity self-skinning self-stabilising self-stabilization self-stabilizing self-standing self-start **self-starting** **self-steering** self-sterilizing self-stiffening Self-structuring
self-sufficiency self-sufficient selfsupporting **self-supporting** self-sustained self-sustaining self-tapping self-teaching self-terminating selftest **self-test** self-tested
Self-Testing **self-tests** self-threading Selftimed **self-timed** **self-transfer** **self-treatment** self-triggering **self-tuning** self-ventilated self-winding

Check the source for more info: http://www.moreinspiration.com/search

Self walking art installation

Theo Jansen's

STRANDBEEST

beast   photos   events   theo jansen   miniature beasts | books | dvd

contact

Since 1990 I have been occupied creating **new forms of life.**

Not pollen or seeds but **plastic yellow tubes** are used as the basic material of this new nature. I make skeletons that are able to **walk on the wind,** so they don't have to eat.

Over time, these skeletons have become increasingly better at **surviving the elements** such as storm and water and eventually I want to put these animals out in herds on the beaches, so they will **live their own lives.**

Check the source for more info: http://www.strandbeest.com/
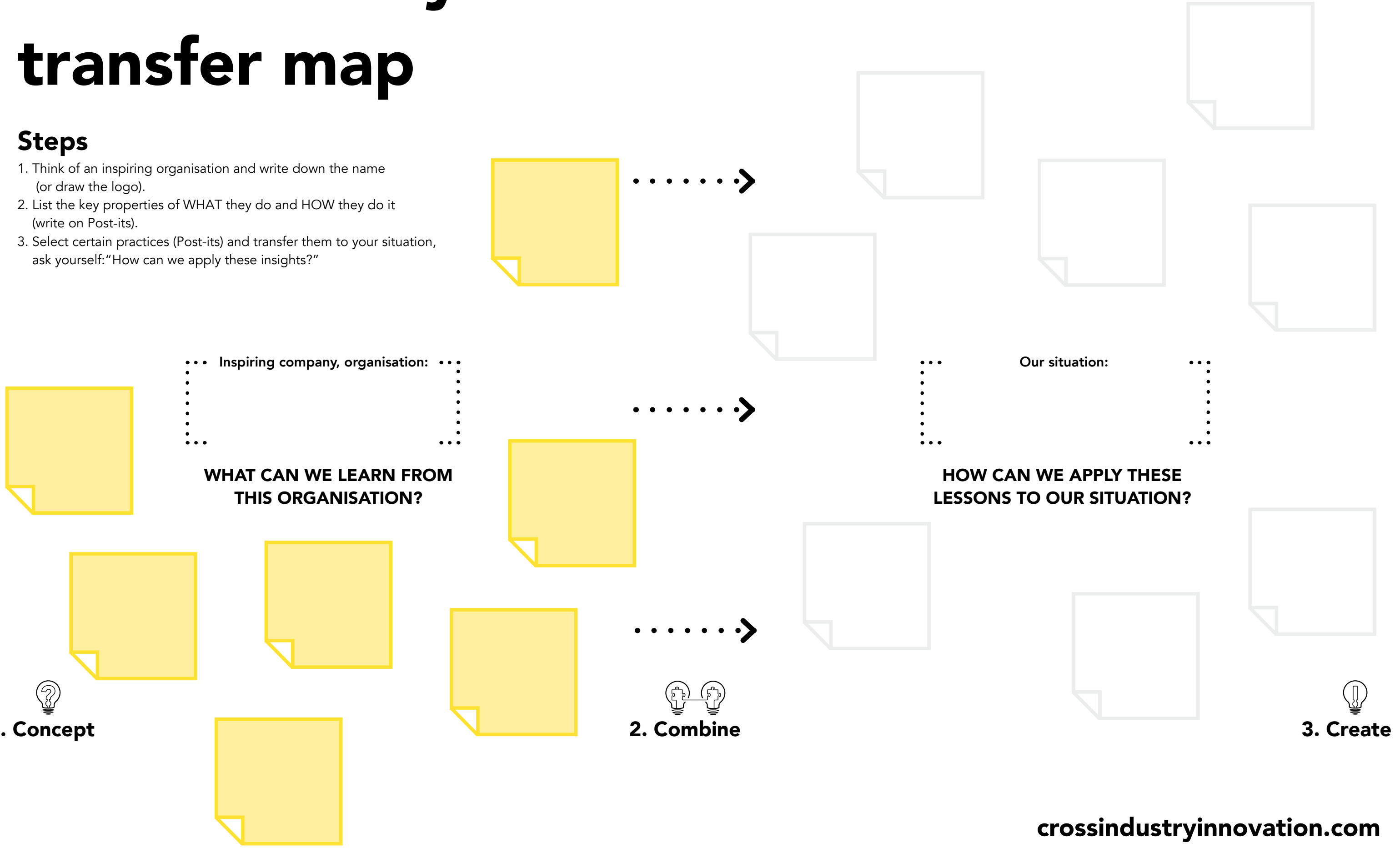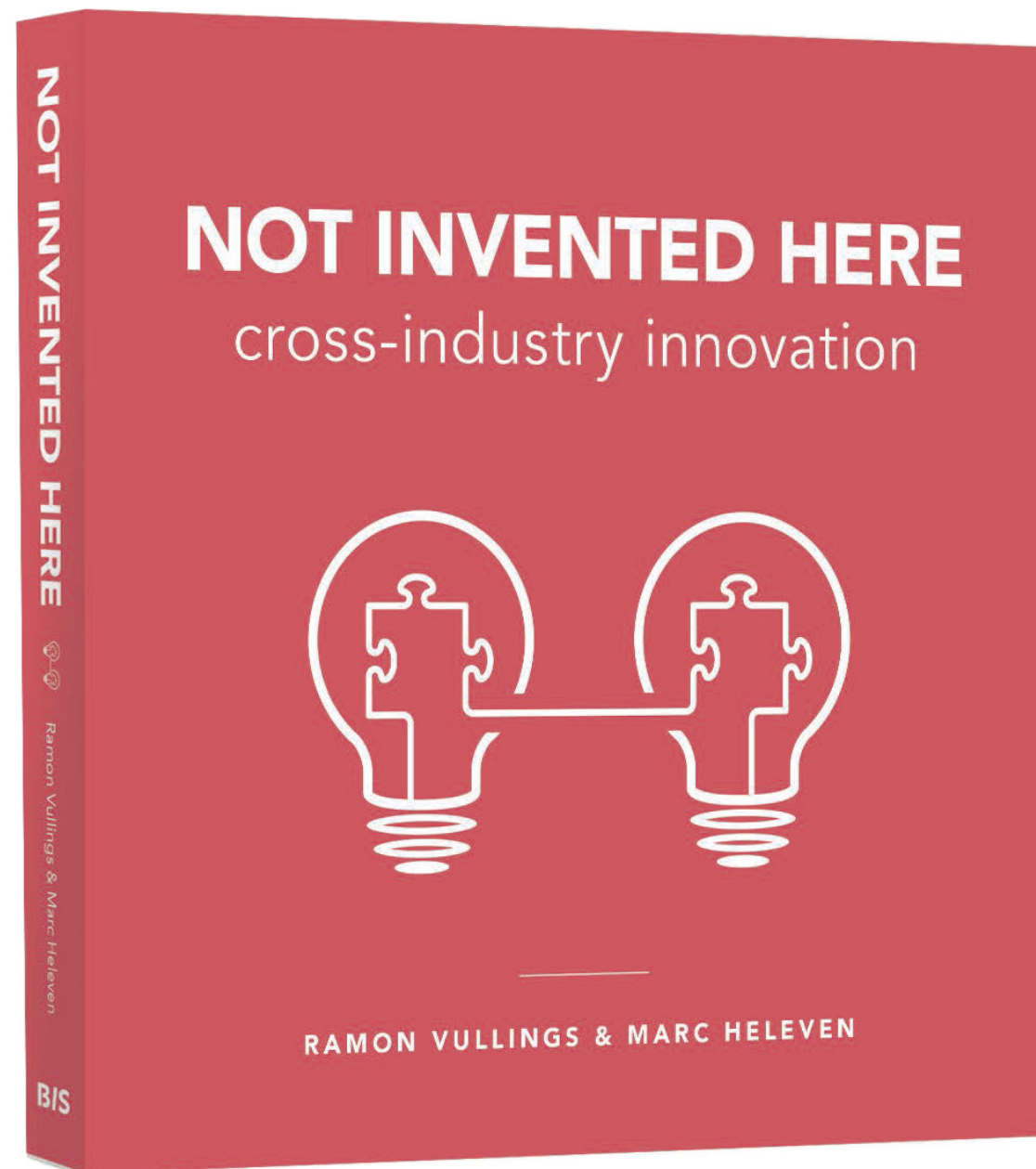
EXAMPLE

PRINCIPLE

4

● ● ●

Cross-industry transfer map

Steps

1. Think of an inspiring organisation and write down the name (or draw the logo).
2. List the key properties of WHAT they do and HOW they do it (write on Post-its).
3. Select certain practices (Post-its) and transfer them to your situation, ask yourself: "How can we apply these insights?"

Inspiring company, organisation:

Our situation:

WHAT CAN WE LEARN FROM THIS ORGANISATION?

HOW CAN WE APPLY THESE LESSONS TO OUR SITUATION?

1. Concept

2. Combine

3. Create

crossindustryinnovation.com

NOT INVENTED HERE
cross-industry innovation

Ramon Vullings & Marc Heleven

NOT INVENTED HERE
cross-industry innovation

RAMON VULLINGS & MARC HELEVEN

B/S

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you'll love our book!

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