The 10 Types of Innovation: Group Exercise

This handout outlines ten types of innovation for law firms. In this exercise, your group is tasked with developing an innovative policy or product from each bucket (Configuration, Offering, Experience). It is a good idea to focus your efforts on a particular subcategory (e.g., “Channel” in the Experience bucket).

Each group should designate one group member as the presenter. The presenter will report back to the full group, providing a summary of the innovations. As you formulate your offering/product and prepare to discuss, be sure to address the following questions:

- What is the expected impact of the innovation?
- What information is needed to assess the impact/return on investment?
- What are the biggest challenges to implementing the innovation? What steps could be taken to address these challenges?

### CONFIGURATION

**PROFT MODEL**
How you make money

**NETWORK**
How you connect with others to create value

**STRUCTURE**
How you organize and align your talent and assets

**PROCESS**
How you use signature or superior methods to do your work
OFFERING

PRODUCT PERFORMANCE
How you develop distinguishing features and functionality

PRODUCT SYSTEM
How you create complementary products and services

EXPERIENCE

SERVICE
How you support and amplify the value of your offerings

CHANNEL
How you deliver your offerings to customers and users

BRAND
How to represent your offerings and business

CUSTOMER ENGAGEMENT
How to foster compelling interactions

For more on the 10 types of innovation see http://www.doblin.com/tentypes/