

# Ten Types of Innovation

## Understanding the nature of different 'drivers' of innovation within creative industries

| BENEFITS  | INPUT   | OUTPUT  |
|---|---|---|
| <ul style="list-style-type: none"><li>• Broadens mindset</li><li>• Encourages comprehensiveness</li><li>• Shows best practices</li><li>• Facilitates comparison</li><li>• Provides organizing structure</li></ul> | <ul style="list-style-type: none"><li>• Identifies industries, organizations, and their innovations relevant to the project's topic</li></ul> | <ul style="list-style-type: none"><li>• Understanding of how the different types of innovation are playing a role in the studied industries</li></ul> |

### What it Does

The Ten Types of Innovation Framework, developed by Doblin, is a method for surveying an industry (or sometimes an economic sector or an individual organization) to understand and plot different types of innovations. The method also helps us with what to look at more closely, where the innovation trends are in the industry, and where to direct forthcoming research efforts.

The framework proposes that regardless of industry, innovations happen in one of four areas: finance, process, offering, and delivery. Among the four areas can be found *ten* distinct types of innovations.

In the finance area, there are business model and networking innovations.

Process innovations include both core processes and enabling processes-an organization's new ways for developing their offerings.

Innovations in the offering area are product performance, product systems, and service.

Delivery includes innovation types like channel, brand, or customer experience.

### How it works

#### Step 1: Gather information about the industry.

Conduct library and/or database searches, review published reports, and contact industry experts to get a sense of the key players in the industry and the business landscape.

#### Step 2: Search for innovations in the industry and organize them.

Document *the industry's innovations* according to the ten types of innovations organized under four categories finance, process, offering, and delivery.

**1. Finance:** How do the most successful organizations generate revenue through *business model* innovations? How are they effectively *networking* with partners?

**2. Process:** What are the successful *core processes* for making offerings with competitive advantage? How do companies innovate in *enabling processes* that provide support for employees and operations

**3. Offering:** What are the innovations in *product performance* that offer distinctiveness? How do companies successfully link their offerings as *product systems*? What are the *service* innovations that provide assistance to prospects and customers?

**4. Delivery.** What are the industry's innovations in managing *channels* of distribution and getting offerings into the hands of end users? What are the industry's notable *brand* innovations? What are the most distinctive *customer experiences* in the industry?

**Step 3: Make a visual diagram of innovations.**

Gather all of your findings from Step 2 and write brief descriptions that can be input into the Ten Types of innovation Framework. Ensure that the research *covers* a wide spectrum of the industry. Make a diagram (bar chart or line chart) showing high and low innovation activities for each of the ten types.

**Step 4: Find insights, share, and discuss opportunities.**

Review the ten types of innovation.. Are the reasons for abundant or scarce innovations obvious? Document your insights, share them with the team, and discuss finding innovation opportunities and further explorations.

**Finance, Process, Offering, + Delivery**

