

Buzz Reports

BENEFITS	INPUT	OUTPUT
<ul style="list-style-type: none">• <i>Captures the latest information for easy access</i>• <i>Promotes shared understanding</i>• <i>Inspires possibilities</i>	<ul style="list-style-type: none">• <i>Latest information (news and opinions) from formal and informal sources</i>	<ul style="list-style-type: none">• <i>Evolving central repository of latest information</i>

What it does

Understanding patterns of change and new developments in our daily life that can drive innovation often comes not only from the core research done for a project, but from tangential, peripheral, or unexpected sources. The "buzz" that goes on around the world that catches everyone's attention today, even though seemingly unrelated to a project, is a good source of inspiration for finding innovation opportunities. Buzz Reports are away to collect such information about changes on a regular basis and share it among team members to have abroad understanding of what is currently significant. Buzz Reports function like a self-generated news aggregation service. They encourage curiosity about the latest developments and inspire new directions for innovation.

How it works

STEP 1: Allocate regular time to explore the latest in various sources.

Regularly schedule time to seek out the buzz from any possible source. This can include news broadcasts, websites of note, television broadcasts, library searches, technology reviews, lectures posted on sites like Ted.com, book reviews, or anything else that seems new and noteworthy. A valuable insight for innovation might come from anywhere when you are constantly on the lookout for inspirational directions for the project. Cast a wide net.

STEP 2: Browse through sources of information for the current buzz.

Keep an open mind and browse through a variety of sources of information. Look for buzz directly and indirectly related to the project-anything that covers the dynamics of the world, whether they are technological, cultural, political, or economic. Try to avoid only looking for information closely related to the project. Abroad perspective at the start of the project can help identify larger patterns at play, reveal no obvious connections, and inform a possible direction to pursue.

STEP 3: Aggregate and share findings.

Aggregate findings into a collection of shared documents (Buzz Reports) that is easily accessible to all members of the team. A compelling headline and a brief synopsis of each submission allows for a quick scan of the information. Set submission dates to ensure that this becomes a formal part of innovation activities. Tag these submissions with keywords that are easily understood by all team members. In this way, the shared document grows into a compendium of information that can be searched by date or tagged words at a later time by different team members. It is very useful to add comments about how ideas discussed in the submissions can impact your project.

STEP 4: Have discussions in group sessions.

Have discussions around Buzz Reports among your team members. Share thoughts on how these latest developments would have an impact on your project. Use these discussions for shared understanding and inspiration.