

Action Guide

TEI 301: Innovation hacks for product managers
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Application Questions

1. How do you define innovation? How does the definition “something different that creates value” change how you think about innovation?
2. Which of the five behaviors of innovators are your strongest in?
3. Which behavior would you most like to grow in?
4. What barriers to innovation exist in your organization?



Actions to Take

What to Do Now

- Choose one of the five behaviors of innovators you’d like to strengthen.
- Identify barriers to innovation in your organization and consider how the shadow strategy is impacting you.

What to Do Soon

- Implement a hack related to the behavior you chose. Once you’ve incorporated one hack, choose another behavior and another hack.
- Plant a BEAN (behavior, enabler, artifact, and nudge) to defeat a barrier to innovation that you identified.