

Action Guide

420: Get into the Product Discovery Zone

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Application Questions

1. Has your organization had an experience like HP, where the innovation team wasn't asking and answering the right questions?
2. What innovation "blind spots" have you encountered when using Lean or Agile—rushing ahead pursuing progress while failing to provide value?
3. What are possible risks or uncertainties related to your product? What would you want to know before you put your kids' college fund (or other money that is important) into making it happen?



Actions to Take

What to Do Now

- Get multiple perspectives on the issues you're facing—what's between you and the big dream?
- Be optimistic and willing to take risks. Get out of your comfort zone.

What to Do Soon

- When you're pursuing a new project, consider the ratio of speculation to knowledge around the project. To get in the Discovery Zone, look for projects with high speculation and high impact.
- Look for opportunities to answer questions related to uncertainties. What is your organization not known for being good at but could be great?