

# innovation worksheet

If you were the CEO of your organization, what three things would you do or change to grow your business?

1.

2.

3.

Thought starters to identify your dots/trends.

What business are you in? What is your business goal?

Who are your customers?

What customer needs do you meet?

Why do customers choose you?

Why do customers leave you?

Who is your competition? Why do customers choose/leave them?

What trends (dots) have you been seeing (and possibly ignoring)?



# How will your stakeholders react to your innovation?

Innovation:

Stakeholder	Positive Reaction(s)	Negative Reaction(s)	Your Response
Campers			
Camper Families			
Staff			
Alumni			
Donors			