

# 25 BIG INNOVATION QUESTIONS

Use these 25 questions to generate innovation across a wide variety of settings and sessions, such as strategic planning, team-building, leadership workshops, new product development, and more.

An example use case for a team is to have each member check the boxes for 2-3 questions that they find particularly provocative for the topic at hand. The team leader then compiles these questions together to guide the discussion agenda.

An open-text box is listed on the next page so that you or your team members can add additional questions to the document.

1. How can you make the project bigger, bolder, and more exciting?

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2. What have other industries done about this issue? Who else has solved this problem?

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3. What can you substitute to make an improvement?

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4. How can you get sponsorship from those who have the political power to accelerate this project?

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5. How can you turn this project into something that has never been done before?

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6. How can you change the place, time, materials, or people?

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7. What is the very best outcome you can imagine?

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8. How can you get the best thinking of very smart people who have no interest in this project?

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9. What materials, features, processes, people, products, or components can you combine?

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10. How can you connect this to other ideas or projects? Where can you build synergy?

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11. What would you do if you had unlimited money and time?

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12. How can you keep the idea or project alive and energized with short-term breakthroughs?

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13. What would your innovation hero do with this project?

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14. What parts of the project can you change? What happens if you make a major shift in direction?

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15. What other market could use this product or service? Who or what else might be able to use it?

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16. What if you reverse the order in which it is done? Does the opposite effect have value?

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17. How can we be 10 times more successful?

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18. What are you prepared to learn, invest, risk, and sacrifice to take this project to a successful implementation?

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19. Who will benefit from this project? How can you create more beneficiaries of this project?

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20. Who will be the detractors of this project? How can you help them become your biggest supporters?

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21. What rules, policies, and norms need to change?

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22. How can this project provide the most opportunities for people to learn, develop, be challenged, and be rewarded?

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23. How can you stack the cards in favor of success?

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24. Where can you acquire additional, exceptionally valuable resources for this project?

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25. How can you better employ technology?

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### ADDITIONAL QUESTION SUGGESTIONS: