


DOBLIN'S 10 TYPES OF INNOVATION®

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|-----------------------|-----------------------|
| ✓ PROFIT MODEL | ✓ PRODUCT SYSTEM |
| ✓ NETWORK | ✓ SERVICE |
| ✓ STRUCTURE | ✓ CHANNEL |
| ✓ PROCESS | ✓ BRAND |
| ✓ PRODUCT PERFORMANCE | ✓ CUSTOMER ENGAGEMENT |

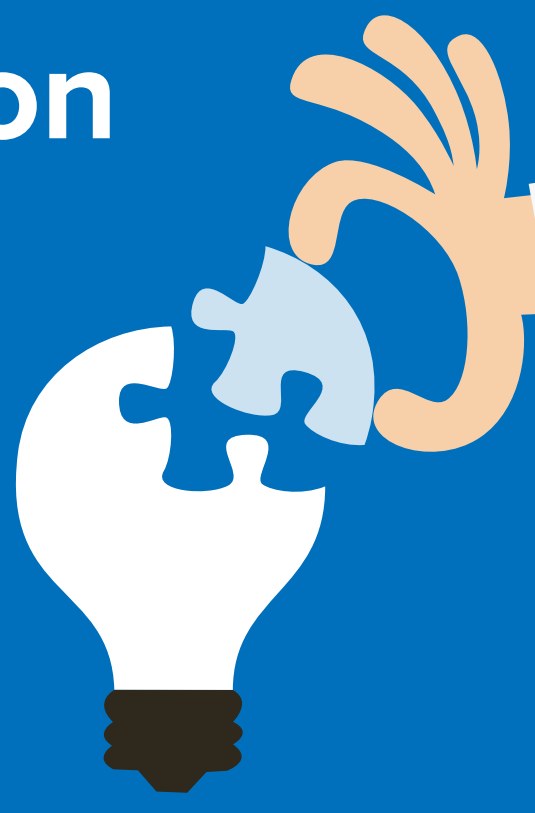
SPREADING CREATIVITY
ACROSS YOUR ORGANIZATION

Organizations must innovate to survive. This popular framework identifies **three broad areas** where you can create new opportunities for your business.

Configuration

Consider your:

1. **Profit Model**
(how you make money).
2. **Network**
(creating value through partnerships).
3. **Structure**
(organizing assets).
4. **Process**
(common business practices).



Offering

Look at the:

5. **Product Performance**
(its main functionality).
6. **Product System**
(such as bundles, for extra value).



Experience

Consider how users experience your:

7. **Service**
(supporting customers).
8. **Channel**
(how you reach customers).
9. **Brand**
(communicating your values).
10. **Customer Engagement**
(how customers feel about you).



Find out more about
Doblin's 10 Types of Innovation at
www.mindtools.com/doblin-10