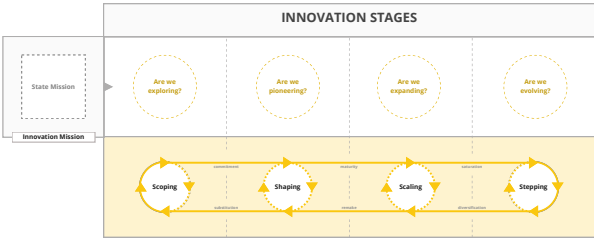
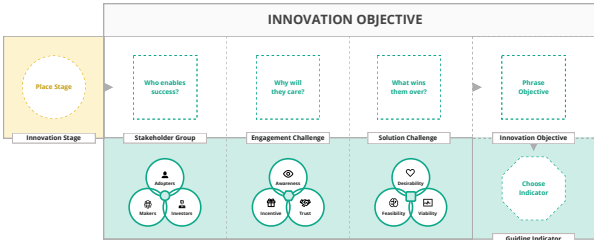


Adaptive Innovation Canvas

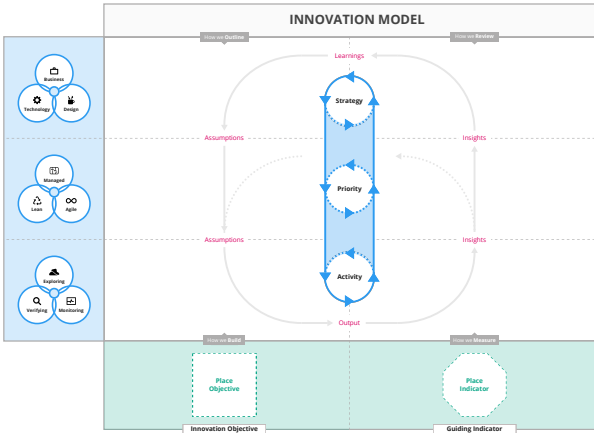
1 Identify Innovation Stage



2 Define Innovation Objective



3 Generate Innovation Model



Scouting

During the scouting stage, innovators compare competing ideas that will lead to substantially different strategies. This stage is characterized by a mix of open-minded ideation and exploration.

Here, the compared innovation strategies can represent fundamentally different approaches, including different missions, visions, values, and business models.

Solutions can be and oftentimes should be prototyped here, but only with the goal of exploring assumptions so critical that they are considered prerequisites of success during later stages.

Shaping

The shaping stage starts when innovators have made their choice and committed to an idea. The entry into this stage is characterized by manifesting the 'what' with everything from prototypes to full-blown pilots.

Development here moves from establishing fundamentals to an exploration of important implementation details.

The shaping stage concludes with a solution that has proven worthwhile to a niche, early adopters, lead customers, or a test group.

Scaling

The scaling stage starts when a solution that already fares well in a small community is set to grow to a wider audience.

Oftentimes, what worked for that small group, does not work for a wider audience without modifications and adaptations.

Once a solution gains traction with a diverse audience, its adoption is often boosted through effective communication and incentives.

This includes but is not restricted to marketing or sales campaigns.

Stepping

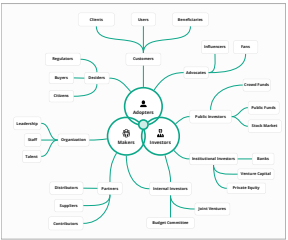
Evolution kicks in when a solution has reached a point of satisfaction where new adopters cannot be effectively activated anymore in large quantities.

Opportunities and challenges are now generated by continuous learning in an ever-changing world.

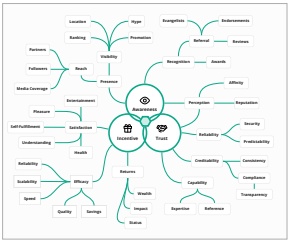
Innovation can continue to achieve impressive results at this stage by continuously building on prior achievements.

However, constant monitoring is necessary to realize the potential of new approaches.

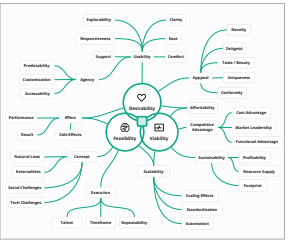
Stakeholder Groups



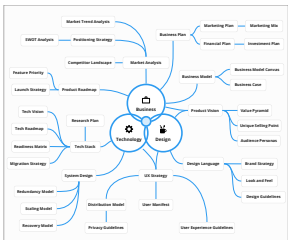
Engagement Challenges



Solution Challenges



Strategy Methods



Priority Methods



Activity Methods

