

# Cross-industry transfer map

## How to use the transfer map:

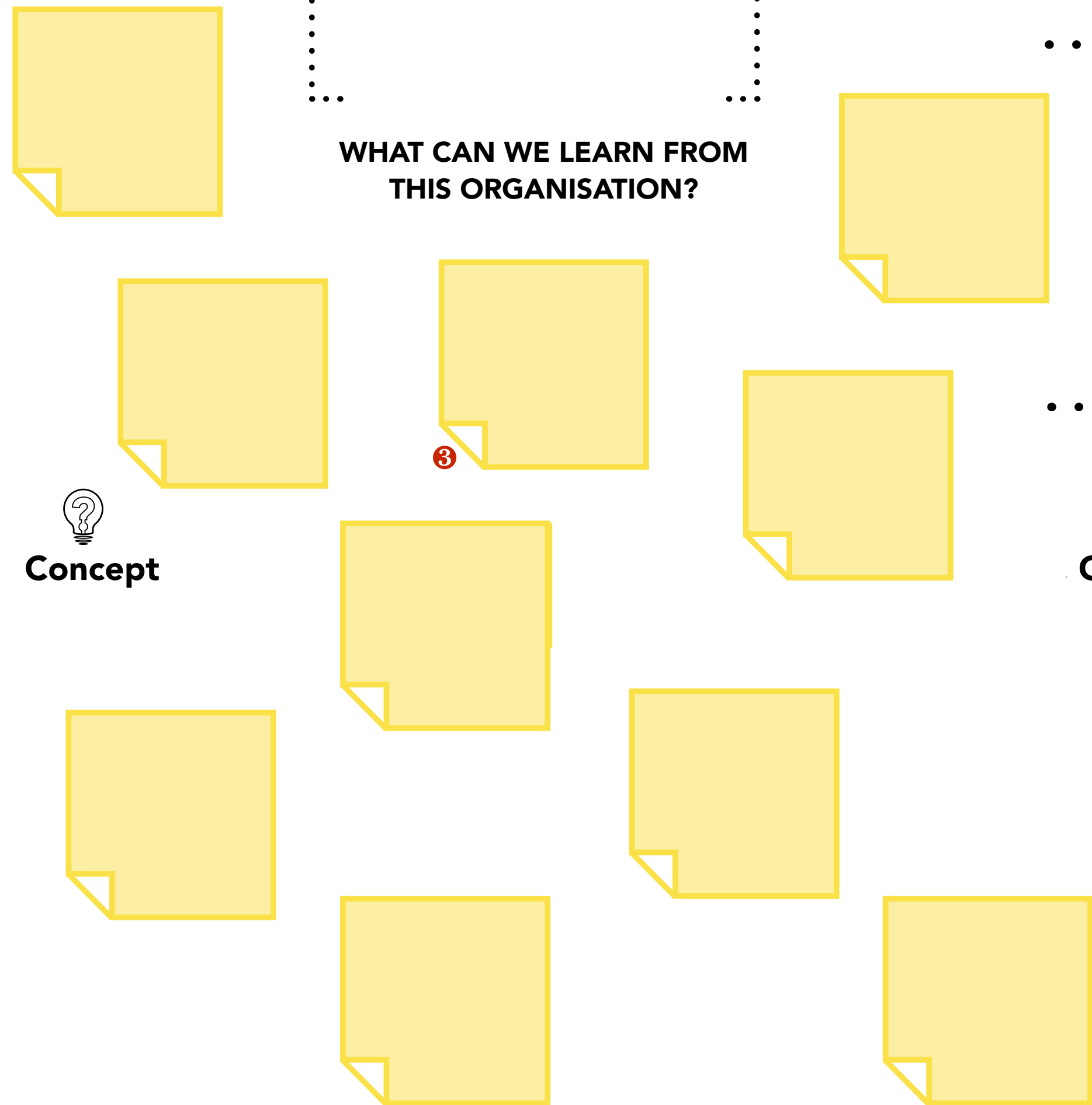
- 1 Select or come up with an **innovation challenge** (our situation)
- 2 Choose an **innovative company** (preferably one that one of the participants has experience with!)
- 3 List the **unique ways** this organisation operates => focus on the **'HOW'** (write them on post-its)
- 4 After about 7-10 items, **select 2 or 3 'cool' items** (post-its) and **transfer them** to the right side
- 5 Paste another **color** post-it over the items (post-its) on the right side
- 6 Do **'copy-adapt-paste'** on the selected items & write your insight / **new idea** on the new post-it
- 7 If **additional ideas** come up, write them down too!

... Inspiring company, organisation: 2 ...

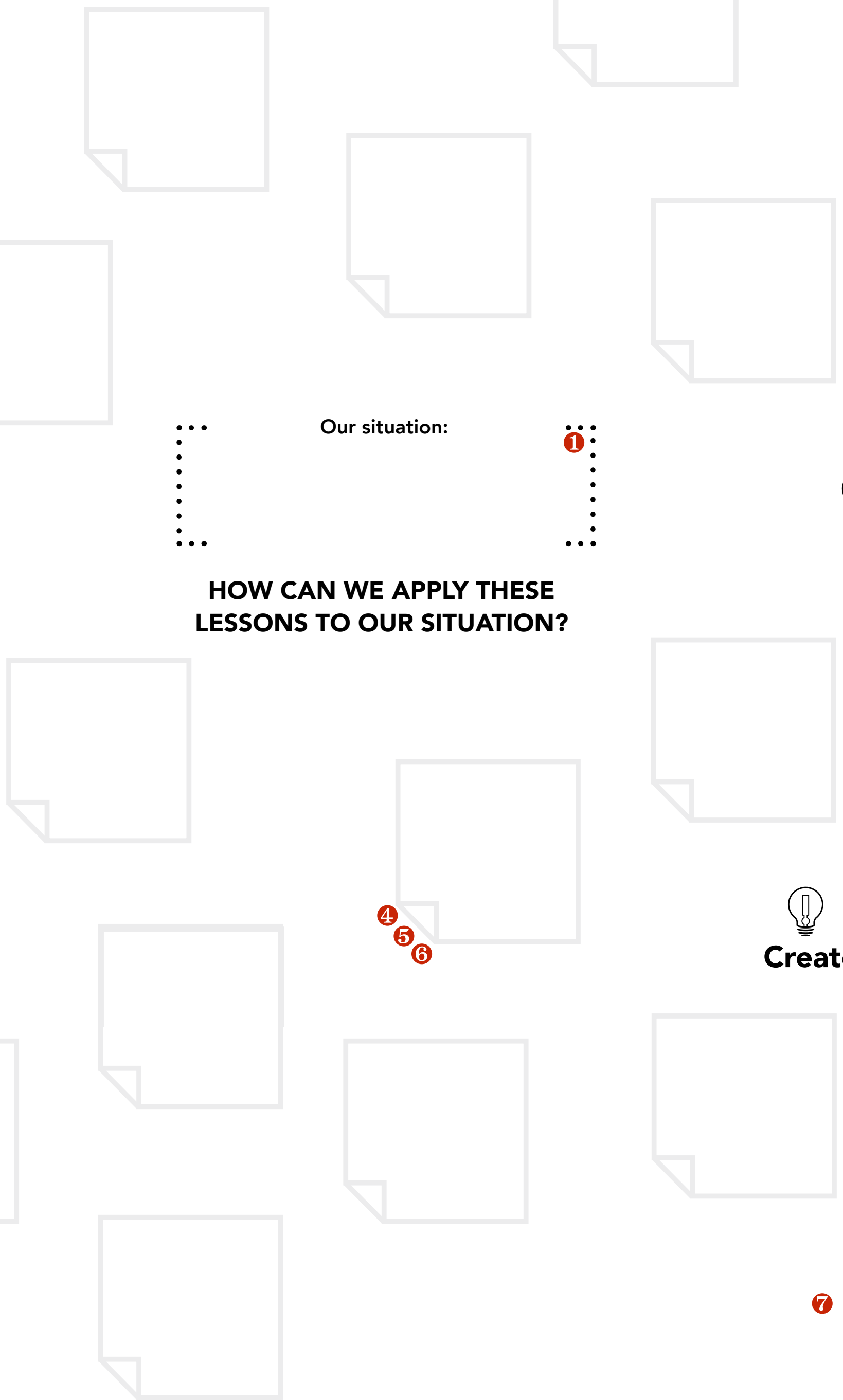
WHAT CAN WE LEARN FROM THIS ORGANISATION?

Our situation: 1 ...

HOW CAN WE APPLY THESE LESSONS TO OUR SITUATION?



Combine



## tips on post-it writing:

- 1 idea per post-it
- an idea has a minimum of 3 words
- WRITE READABLE... IF NEEDED USE CAPITAL LETTERS....
- Be concrete! Focus on the HOW
- Feel free to sketch/ draw to support your idea!
- Each tool is designed to help generate ideas, selection comes at the end!

Adopt what you can, adapt the rest!

crossindustryinnovation.com

