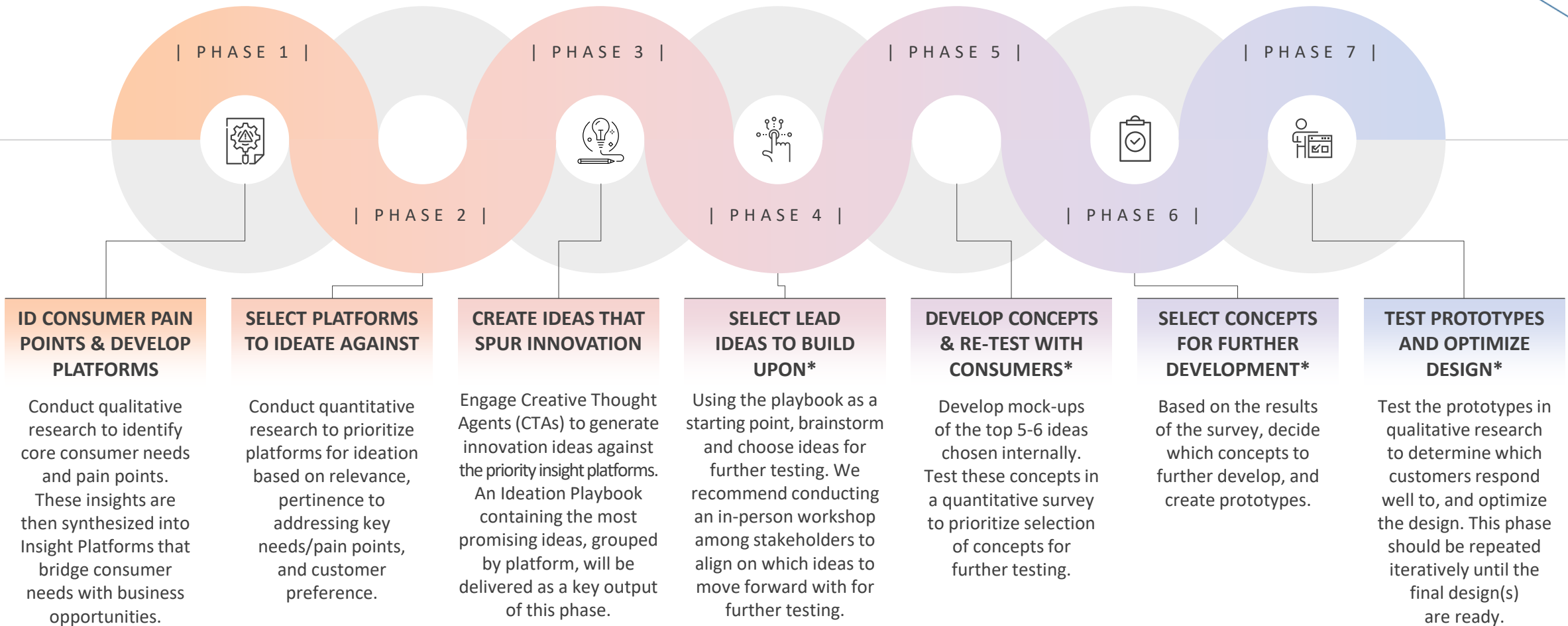




The Innovation Cycle | A Process for Consumer-Informed Innovation

KEY ACTIVITY / OUTPUT



| NOTE |

**The Ideation Playbook can, and should be periodically reviewed for inspiration. Innovation Phases 4-7 can be replicated for new, or previously unused ideas as technology, your brands, and consumers progress.*