

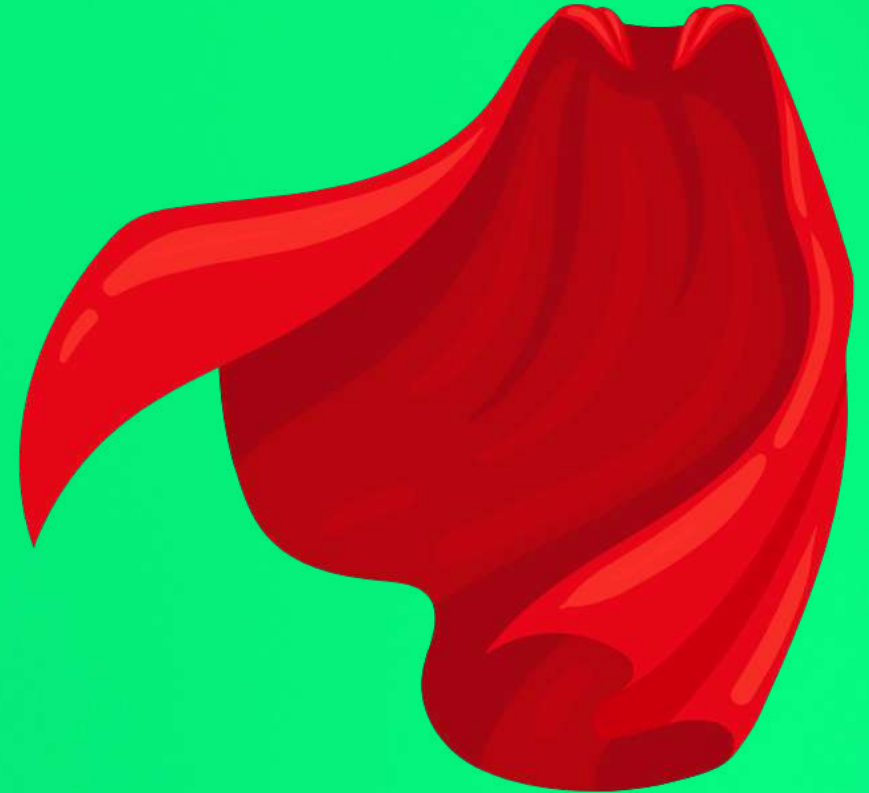
L/T DIGITAL CHALLENGE INNOVATION WORKSHOP

23.04.26

LEA VON DER OHE

QUICK INTRO:

What is your super power in regards to problem solving (next to your name & your role 😊)?



09.00 – 09.30 | Welcome & Intro | Setting the scene & getting to know each other

09.30 – 10.30 | Sparking Ideas | Exploring a proven method to enhance & sharpen ideas

COFFEE BREAK

10.45 – 11.30 | Detailing Ideas | Learn a technique to make your first idea more concrete

11.30 – 12.00 | Unpacking Ideas | Identify key underlying assumptions for your idea to work

LUNCH BREAK

13.00 – 14.45 | Testing Ideas | Get to know a hands-on way to validate core assumptions through quick experiments

COFFEE BREAK

15.00 – 16.30 | Presenting Ideas | Use a customer centric approach to convince stakeholder for your idea

16.30 – 17.00 | Closing | Reflection, Transfer & Feedback

AGENDA

LUFTHANSA INNOVATION HUB

ACCELERATE THE NEXT IN TRAVEL

WE CONNECT LUFTHANSA GROUP AND THE TRAVEL TECH ECOSYSTEM

Our deep ties to the digital landscape and the tech and startup community enable us to build the bridge between our parent company and the travel industry.

We embrace open innovation by sharing our knowledge, cultivating a strong network of forward thinkers, and continuously expanding our footprint in the ecosystem. This enables us to secure valuable partnerships and innovation opportunities for Lufthansa Group, actively shape industry conversations, and push the travel sector to the NEW and the NEXT.



LUFTHANSA GROUP

THE NEXT IN TRAVEL IS YET TO BE BUILT

Innovation is not a one-size-fits-all. That's why we bring together a unique mix of innovation capabilities under one roof.

With foresight we cut through the noise and identify the right opportunities at the right time. These insights power everything we do—from venture building and startup partnerships to targeted investments and helping corporate environments move faster, think bolder, and deliver greater impact.

Building on this foundation, we have defined nine key components. While each component is already powerful on its own, together, they bring the NEXT to life.

ACCELERATE TIME-TO-CLARITY

**DECODING
THE NEXT**



ACCELERATE TIME-TO-IMPACT

**REALIZING
THE NEXT**



ACCELERATE TIME-TO-CHANGE

**ENABLING
THE NEXT**



BEFORE

Context and environment changes for a VD where they want to start exploring a new opportunity space.

WHAT IS THE OPPORTUNITY SPACE YOU WANT TO EXPLORE?

INNOVATION FUNNEL



OPPORTUNITY

Investigate what problems and opportunities are in a space and narrow it down to one specific opportunity worth solving for LIH.

IS THIS A PROBLEM WORTH SOLVING FOR LIH?

What business challenges exist?
Is there a strategic fit for LIH/LHG?
Is there a customer problem?



SOLUTION VALIDATION

Move into solution space, generate ideas and validate the solution to solve the selected problem.

IS THIS THE SOLUTION WE WANT TO BUILD?

What is the solution for this problem?
How would this solution work?
How could this solution generate revenue? Do we have a LHG partner?



MVP

Build a rough initial product and achieve first traction through a limited scale launch.

IS THIS A SOLUTION WE CAN BUILD & GENERATE TRACTION?

Are you able to build the solution?
Does the solution show the expected potential?
Can you acquire a LOI from a valid customer?



SCALE

Define growth/exit strategy and execute it with related sales activities, further product development and financing.

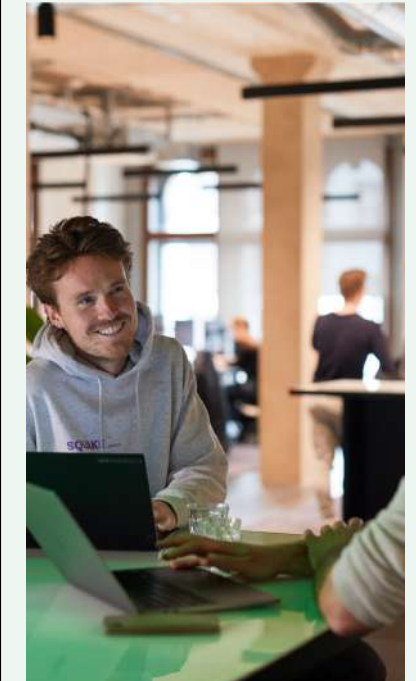
DID THE VENTURE EXIT THE FUNNEL?

What is the growth/exit strategy?
Are we on track with executing on it?



AFTER

Make money, party.



LEARN

We provide trainings to master digital innovation through the LIH Academy.

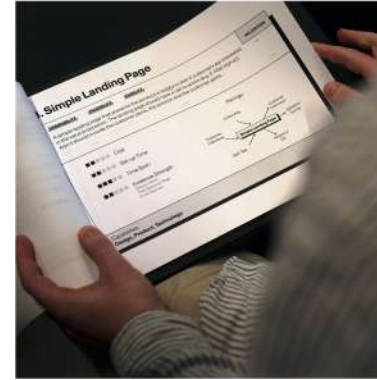
Our training programs empower individuals at all managerial levels with the skills needed to drive innovation and embrace change. Combining hard and soft skills, we provide a comprehensive approach to build skills in topics ranging from tech literacy, AI skills, creativity and communication to curiosity and digital leadership.

By fostering a culture of continuous learning, we enable organizations to lead transformation from both the top down and bottom up.



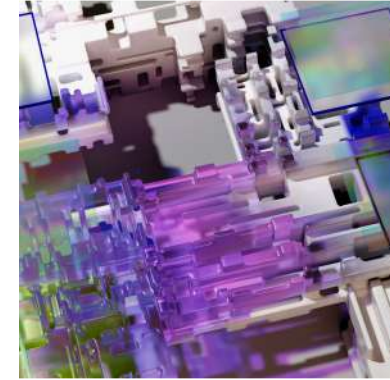
TECH & TRENDS

Explore and test emerging tech trends to validate and shape innovation ideas.



INNOVATION LEADERSHIP

Inspire leaders to drive innovation and turn ideas into real results.



DECODING GENAI

Use GenAI tools to boost your workflow with hands-on, practical training.



INNOVATION TRAIL

Virtual program to build skills across the full innovation journey.



DIGITAL TRANSFORMATION

Drive successful digital transformation with clear strategies and tools.



PSYCHOLOGY OF PERSUASION

Learn to communicate ideas effectively and build strong relationships.



INNOVATION CULTURE

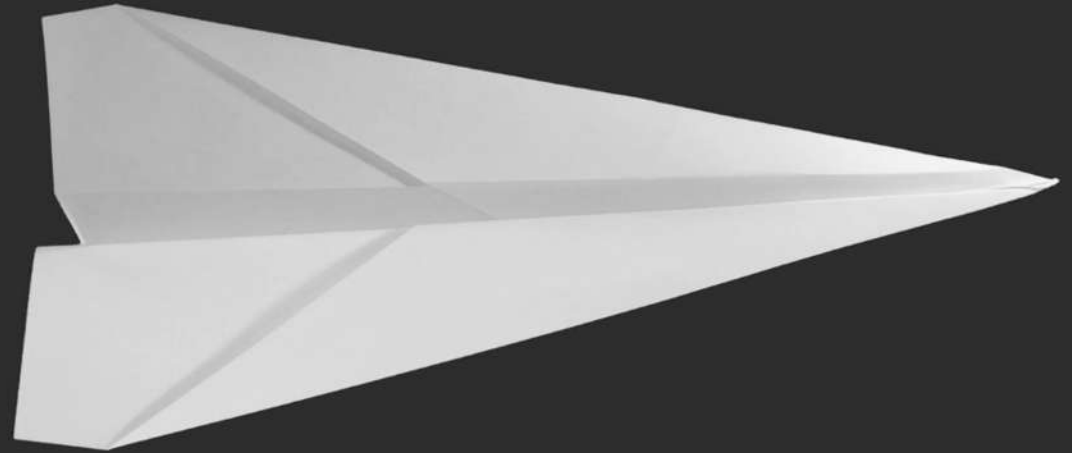
Empower leaders to shape a creative, inclusive innovation culture.



PSYCHOLOGICAL SAFETY

Train teams to build trust, encourage openness, and boost collaboration.

**SOMETHING EASY
TO KICK US OFF:**

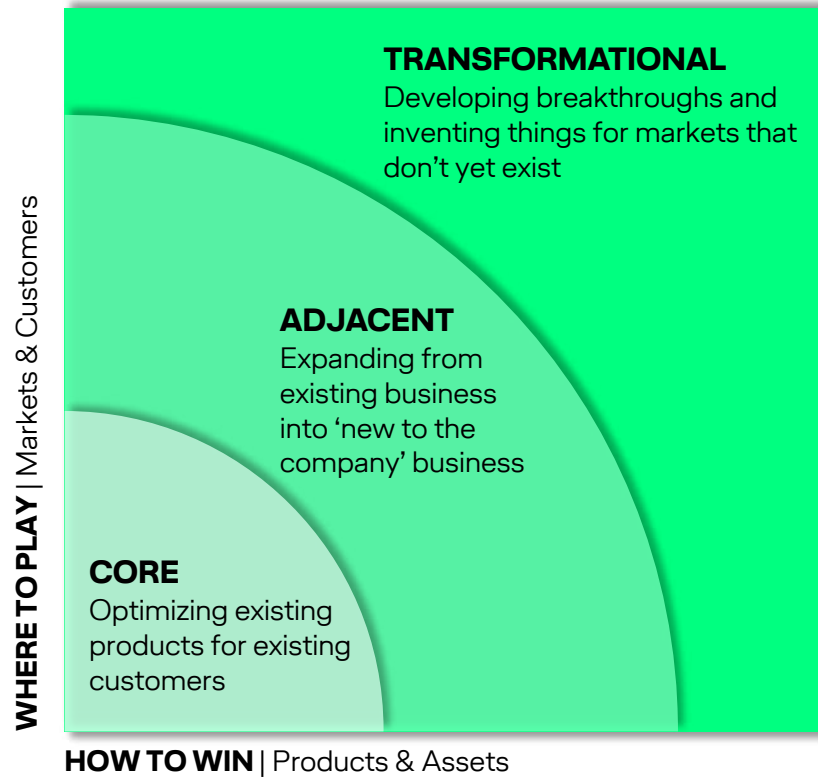


**WHAT IS INNOVATION
FOR YOU?**



Innovation is everywhere we look – and comes in different shapes and forms

The Innovation Ambition Matrix



“INNOVATION IS
SOMETHING NEW
OR DIFFERENT
THAT CREATES
VALUE”

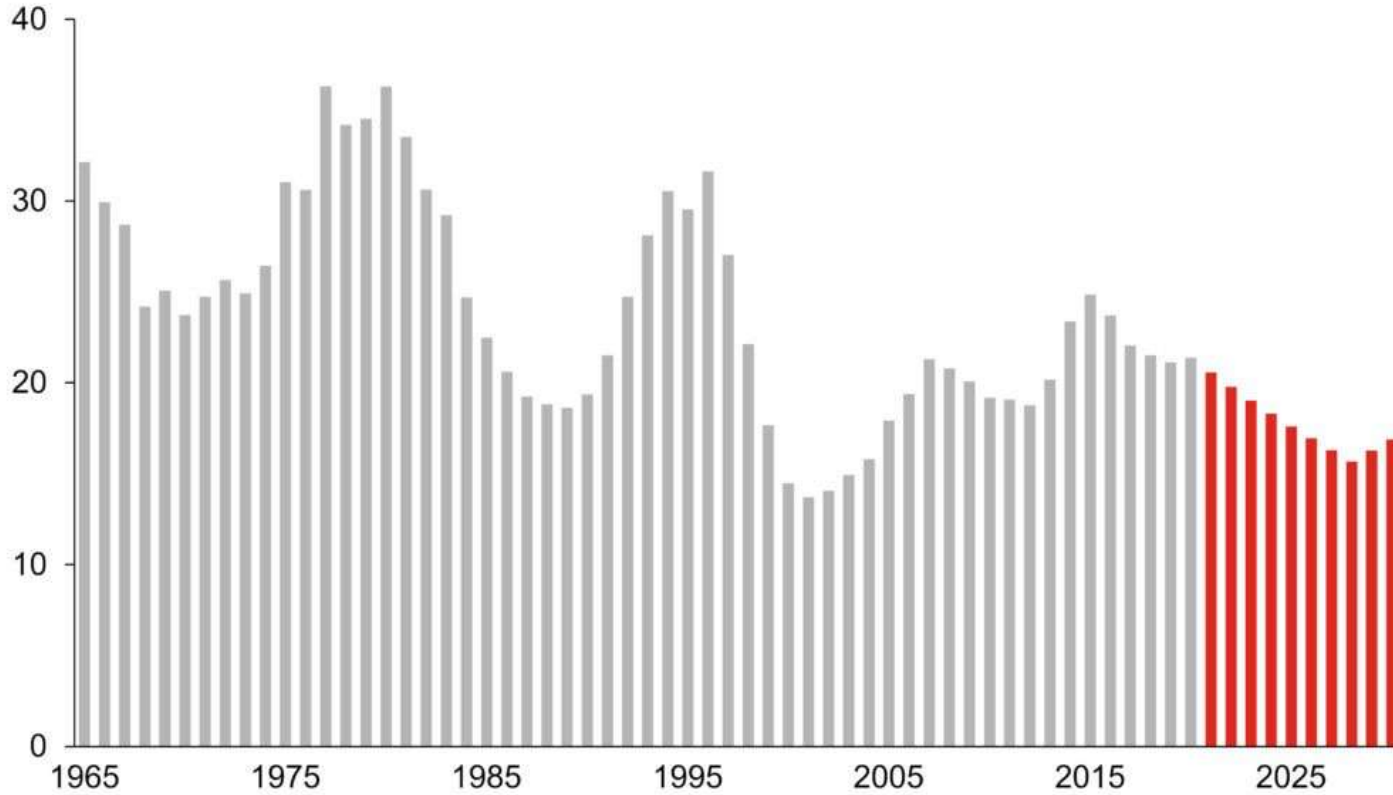




**But why is
innovation
important
in the first place?**



Chart 1: Average company lifespan on S&P 500 Index in years (rolling 7-year average)



Data: Standard & Poor's; Innosight analysis based on public S&P 500 data sources. See endnote on methodology.

**COMPANIES
CANNOT BE
TOO BIG TO
FAIL**

Top 10 S&P 500 Companies by Decade

| Year | Company | % of Index |
|------|-----------------------------|------------|
| 1990 | IBM | 2.9% |
| | ExxonMobil | 2.9% |
| | GE | 2.3% |
| | PHILIP MORRIS INTERNATIONAL | 2.2% |
| | Shell | 1.9% |
| | Bristol Myers Squibb | 1.6% |
| | MERCK | 1.6% |
| | Walmart | 1.6% |
| | AT&T | 1.5% |
| | Coca-Cola | 1.4% |
| 2000 | GE | 4.1% |
| | ExxonMobil | 2.6% |
| | Pfizer | 2.5% |
| | CISCO | 2.4% |
| | Citi | 2.2% |
| | Walmart | 2.0% |
| | Microsoft | 2.0% |
| | AIG | 2.0% |
| | MERCK | 1.8% |
| | intel | 1.7% |
| 2010 | ExxonMobil | 3.2% |
| | Apple | 2.6% |
| | Microsoft | 1.8% |
| | GE | 1.7% |
| | Chevron | 1.6% |
| | IBM | 1.6% |
| | P&G | 1.6% |
| | AT&T | 1.5% |
| | Johnson & Johnson | 1.5% |
| | JPMorganChase | 1.5% |
| 2024 | Apple | 7.0% |
| | NVIDIA | 6.4% |
| | Microsoft | 6.4% |
| | Alphabet | 6.2% |
| | amazon | 3.8% |
| | Meta | 2.4% |
| | Lilly | 1.8% |
| | BROADCOM | 1.6% |
| | T | 1.4% |
| | JPMorganChase | 1.2% |

By market cap on Dec 31. Source: Statista, Data is Beautiful, RIAA, IFPI, Goldman Sachs Global Investment Research



And the world around us is radically changing

Volatile
▼
Uncertain
▼
Complex
▼
Ambiguous



Brittle
▼
Anxious
▼
Non-linear
▼
Incomprehensible

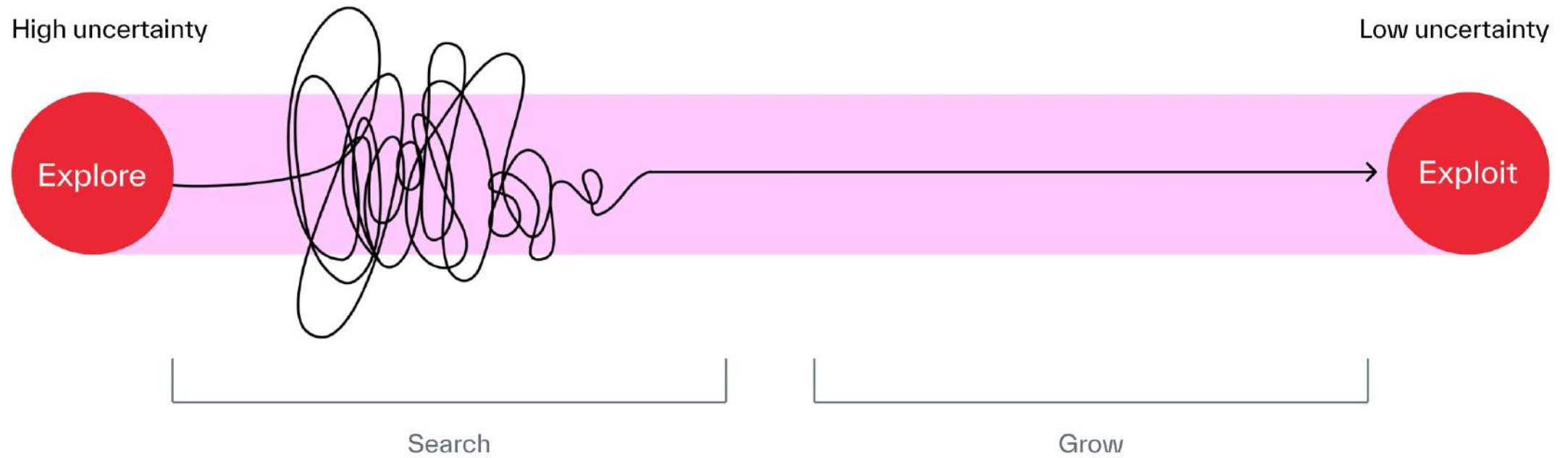
LH

**How can companies
become invincible?**



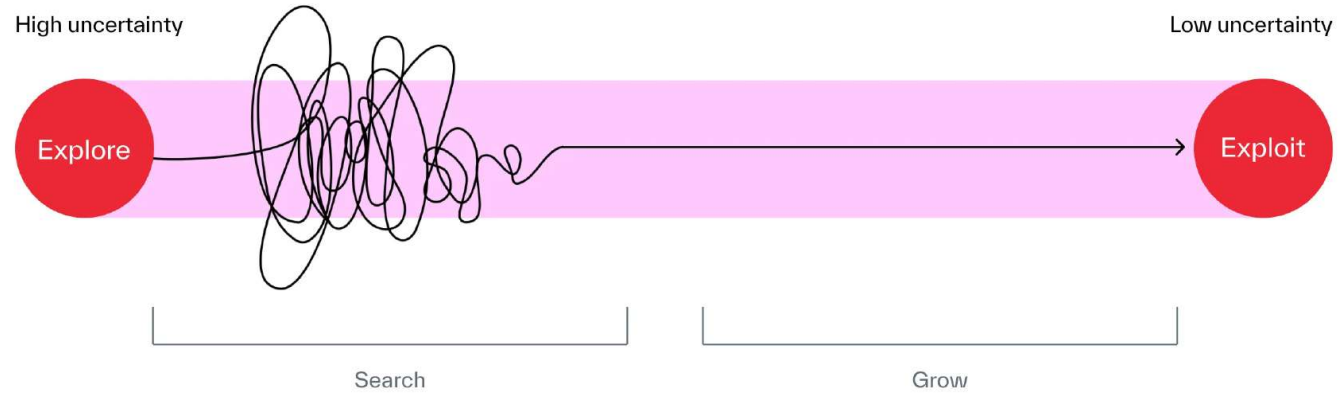


Invincible companies excel at embracing ambidexterity





Invincible companies excel at embracing ambidexterity



| HIGH | Uncertainty | LOW |
|--|----------------------|---|
| Search and breakthrough | Focus | Efficiency and growth |
| Many small bets, expecting few outsized winners | Financial philosophy | Safe haven with steady returns and dividends |
| Iterative experimentation, embracing speed, failure, learning and rapid adaption | Culture and process | Linear execution, embracing planning, predictability, and minimal failure |
| Explorers who excel in uncertainty | People and skills | Managers who are strong at organizing and planning |

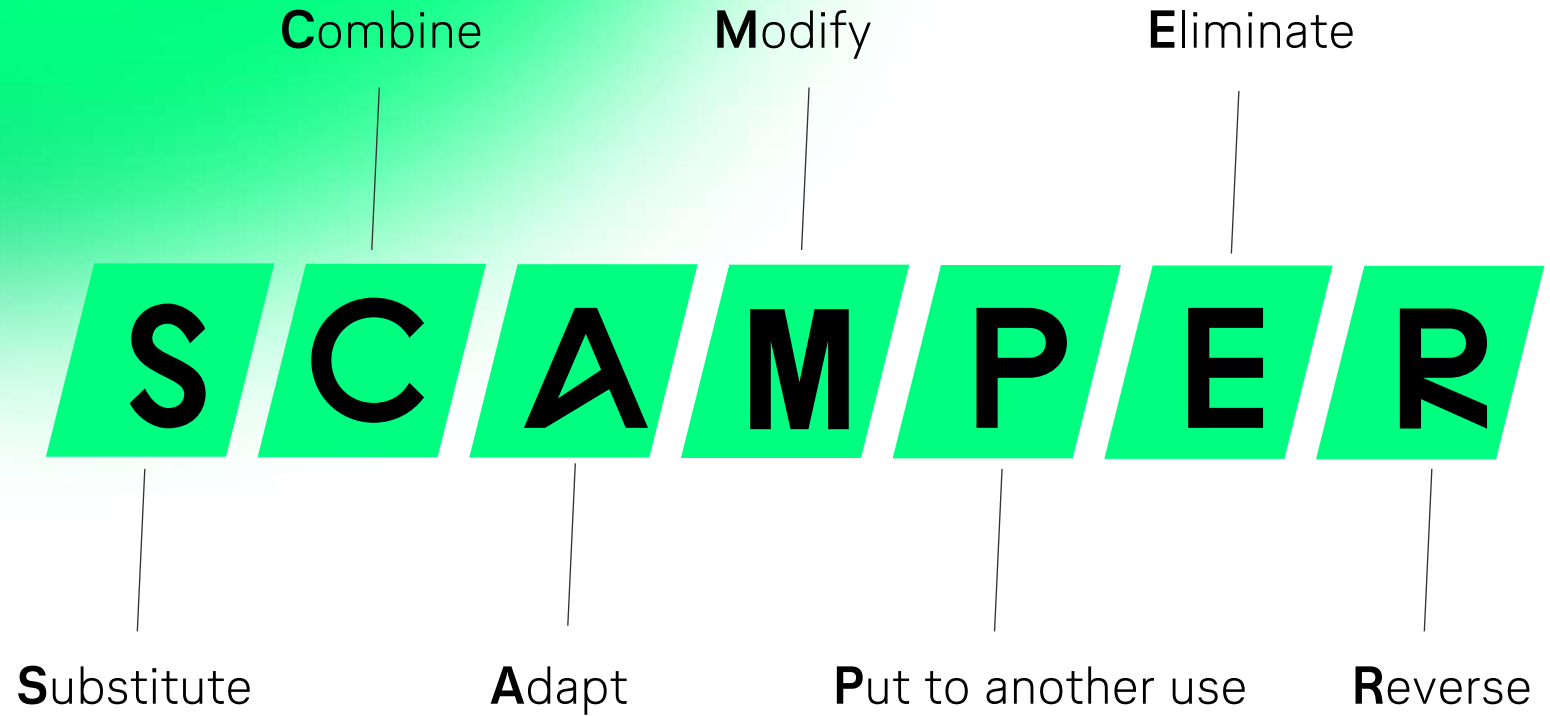


ACTIVITY

SPARKING IDEAS

SCAMPER METHOD

Scamper is a creativity technique to support idea generation by switching between different thinking approaches.





Scamper Method

Scamper is a creativity technique that uses seven specific requests to vary an initial configuration to generate ideas for improving products or services. The method is used to generate ideas, e.g. in the context of brainstorming.

Substitute

Was kann ich durch etwas anderes ersetzen – ein Material, eine Person, einen Schritt, ein Medium?



Combine

Wie kann ich zwei Dinge zusammenführe, die bisher getrennt waren?



Adapt

Wie löst ein anderes Feld oder eine andere Branche ein ähnliches Problem? Was lässt sich übernehmen?



Reverse/Rearrange

Wie kann ich die Reihenfolge umdrehe oder Verantwortung anders verteile?



Modify

Was kann ich vergrößern, verkleinern, vereinfachen oder in seiner Form verändern?



Put to another use

Für welchen anderen Zweck könnte das bestehende Produkt oder die Daten noch verwendet werden?



Eliminate

Was machen wir nur aus Gewohnheit? Was würde wirklich passieren, wenn wir es weglassen?



How to?

Pick & Sketch

5 minutes

Pitch Ideas

1 min. per idea



Scamper Method

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How to? ⓘ

Pick & Sketch

5 minutes

Pitch Ideas

1 min. per idea

➔ **Tweak your idea**
Individual | 25 min

First, based on your initial idea, think about it from these 7 different angles and **generate further developments of your idea** with the help of the guiding questions.

Then, **decide for 1** of these ideas and be ready to pitch it to your peers.



PITCH YOUR IDEAS

- Everyone pitches their **1 favourite idea** (max 1 min each)
- Then, **form groups of 3** and **decide for 1 of your ideas** to continue working with for the rest of the day (10 min)
- The **other ideas will be parked** for now but can be picked up by you again after the workshop



BREAK

TIME FOR COFFEE

15 MIN



Idea Napkin | Project Name:

Elevator Pitch

Describe your idea in one concise sentence by including the user's problem and how it is solved by your solution.

Target Group

➔ **Make your idea more concrete**
25 min

Problem

Which major user pains are being addressed?



Solution

What?

What is happening?

How?

How does it work?

Where and when?

Where and when does it take place?



Benefits

How will you benefit from your solution?

Importance Effort Impact

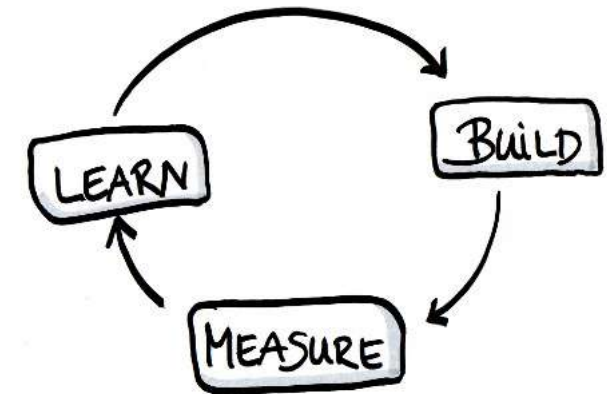
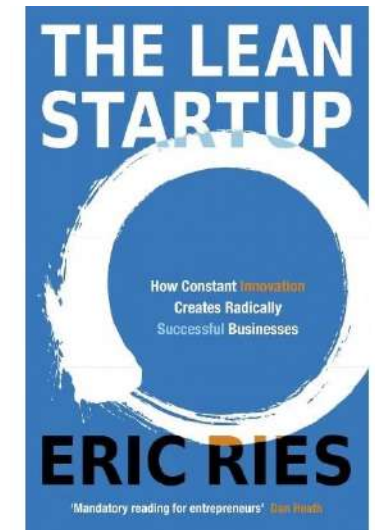
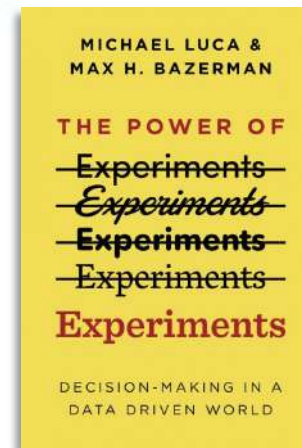
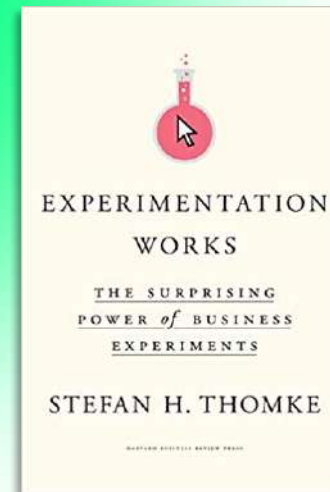
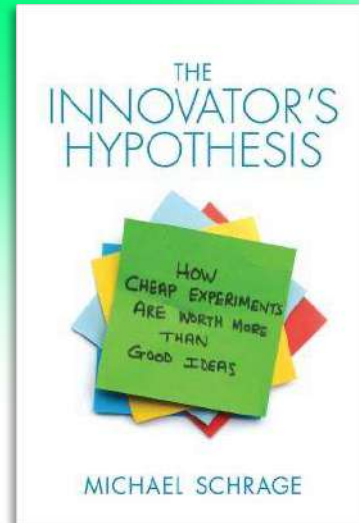
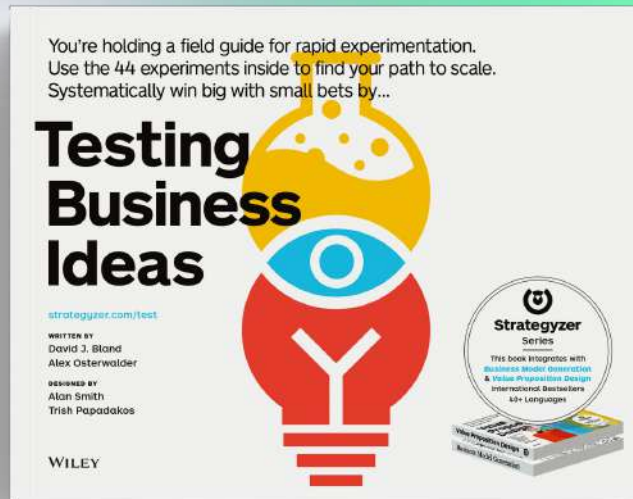
In your groups, align the idea you chose to continue working with today: what's the **underlying problem** you address, what's your **solution** to it and **how does it work**, and what will be the **benefits**.

Be ready to **quickly present** it to the group afterwards.



HYPOTHESIS THINKING

HOW CAN WE EFFICIENTLY TEST BUSINESS IDEAS?



THE LEAN STARTUP
- ERIC RIES

What's the difference between assumptions & hypotheses?

Assumptions are NOT Hypotheses

Assumption



Present understanding/belief of a fact without complete certainty

Hypothesis



Describes expectations based on underlying assumptions

Hypotheses describe an expectations based on underlying assumptions

Assumption



We believe that...

Hypothesis



So if we... [experiment]
Then we will see... [prediction]

Hypotheses describe an expectations based on underlying assumptions

Assumption



We believe that on-board food is an essential factor of any passenger experience.

We believe that passengers want to eat from real porcelain dishes.

Hypothesis



So if we change from plastic to porcelain,
Then we will see NPS rise by 2.356 points.

THE SWEET SPOT OF INNOVATION

HOW CAN WE CREATE VALUE WITH THIS?

BUSINESS | VIABILITY

WHAT DO PEOPLE NEED?

CUSTOMER | DESIRABILITY

- I believe that customers have problem X
- I believe people will pay €Y for this solution
- I believe our target group is [specific audience]
- I believe customers will find this easy to use

- I believe we can make money by X
- I believe we can acquire customers at acceptable cost
- I believe we can scale this profitably

HOW CAN WE DO THIS?

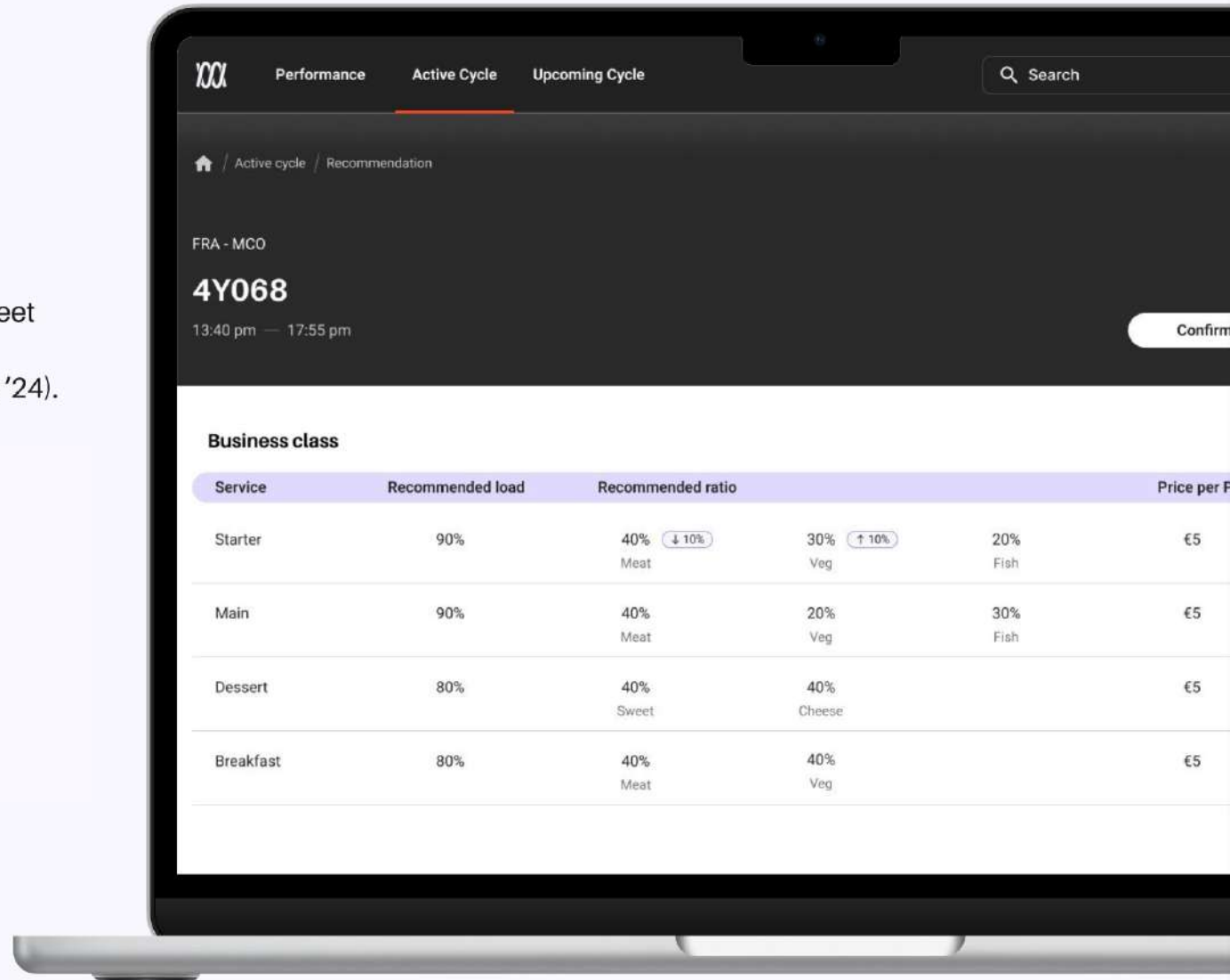
TECH + RESOURCES | FEASIBILITY

- I believe we can build this with current technology
- I believe we have the necessary skills and resources
- I believe the technical risks are manageable
- I believe we can deliver consistent quality

Predictive load optimisation for onboard meals & beverages

Problem:

Airlines produce a substantial amount of catering waste every year to meet customer needs and deliver a premium experience -
In 2024, \$6bn worth of catering resources have been wasted (IATA, Dec '24).



Predictive load optimisation for onboard meals & beverages

Problem:

Airlines produce a substantial amount of catering waste every year to meet customer needs and deliver a premium experience - In 2024, \$6bn worth of catering resources have been wasted (IATA, Dec '24).

Desirability

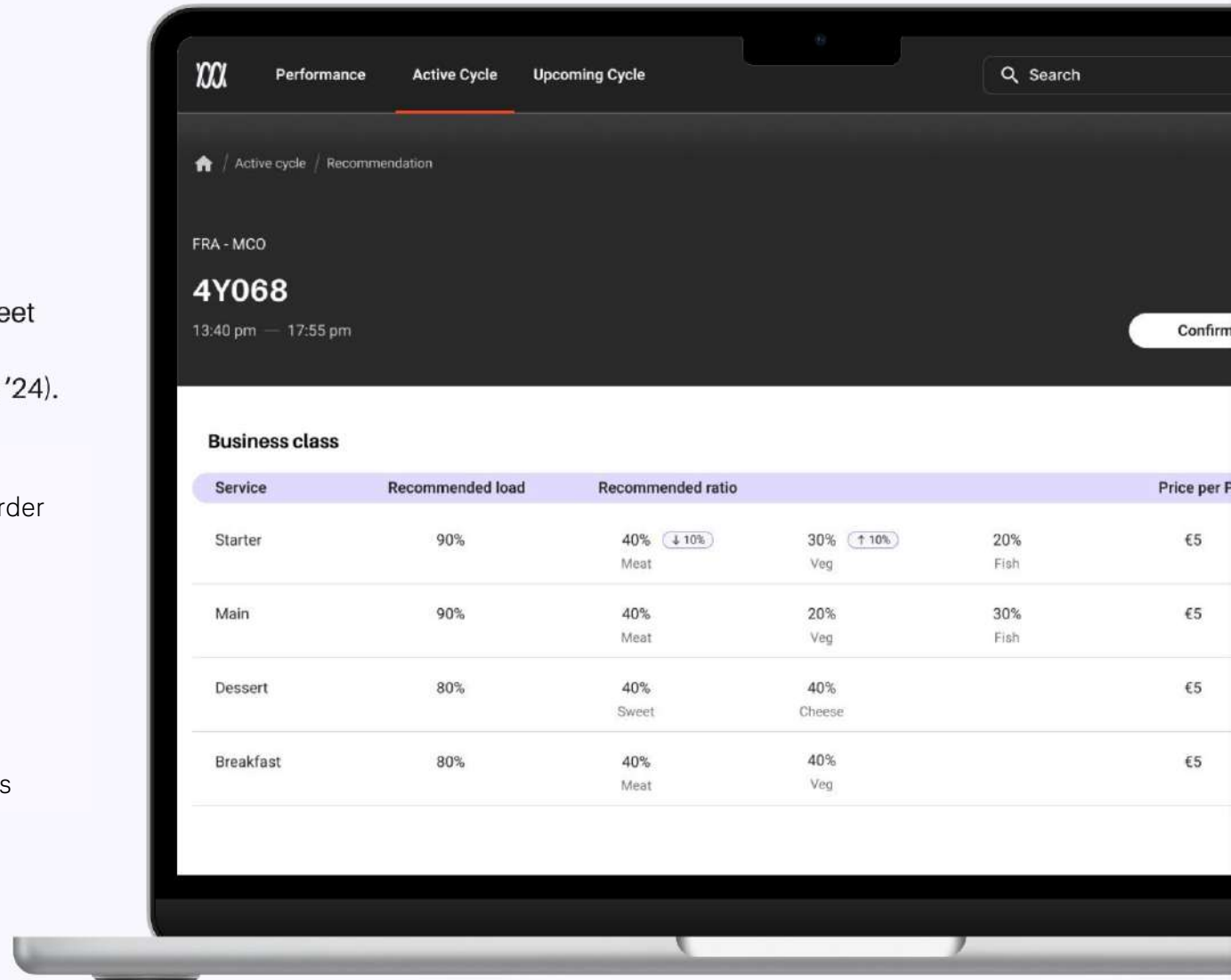
We believe that CMs (Catering Managers) want a data-based forecast in order to make decisions more confidently and convince stakeholders

Feasibility

We believe that we can gather relevant waste data that validates the performance of the prediction model

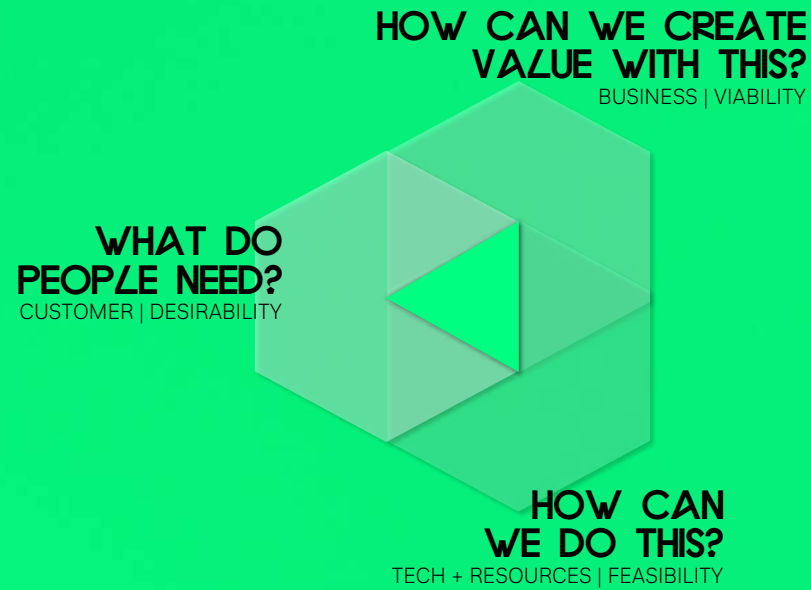
Viability

We believe that CMs have a willingness to pay for an F&B prediction tool as they are incentivized to reduce costs and waste



The screenshot displays the Pendle web application interface. At the top, there are navigation tabs for 'Performance', 'Active Cycle', and 'Upcoming Cycle', with 'Active Cycle' selected. A search bar is located in the top right corner. Below the navigation, the current route is identified as 'FRA - MCO' with flight number '4Y068' and a time range of '13:40 pm — 17:55 pm'. A 'Confirm' button is visible in the top right. The main content area is titled 'Business class' and contains a table with the following data:

| Service | Recommended load | Recommended ratio | | | Price per P |
|-----------|------------------|-------------------|---------------------|----------------------|-------------|
| Starter | 90% | 40% Meat | ↓ 10% 30% Veg | ↑ 10% 20% Fish | €5 |
| Main | 90% | 40% Meat | 20% Veg | 30% Fish | €5 |
| Dessert | 80% | 40% Sweet | 40% Cheese | | €5 |
| Breakfast | 80% | 40% Meat | 40% Veg | | €5 |



List your assumptions

- Use the sweet spot of innovation (desirability, viability, feasibility) to write down all assumptions you have about your idea
- Make your assumptions concrete

~20 min

ACTIVITY

Collect your assumptions

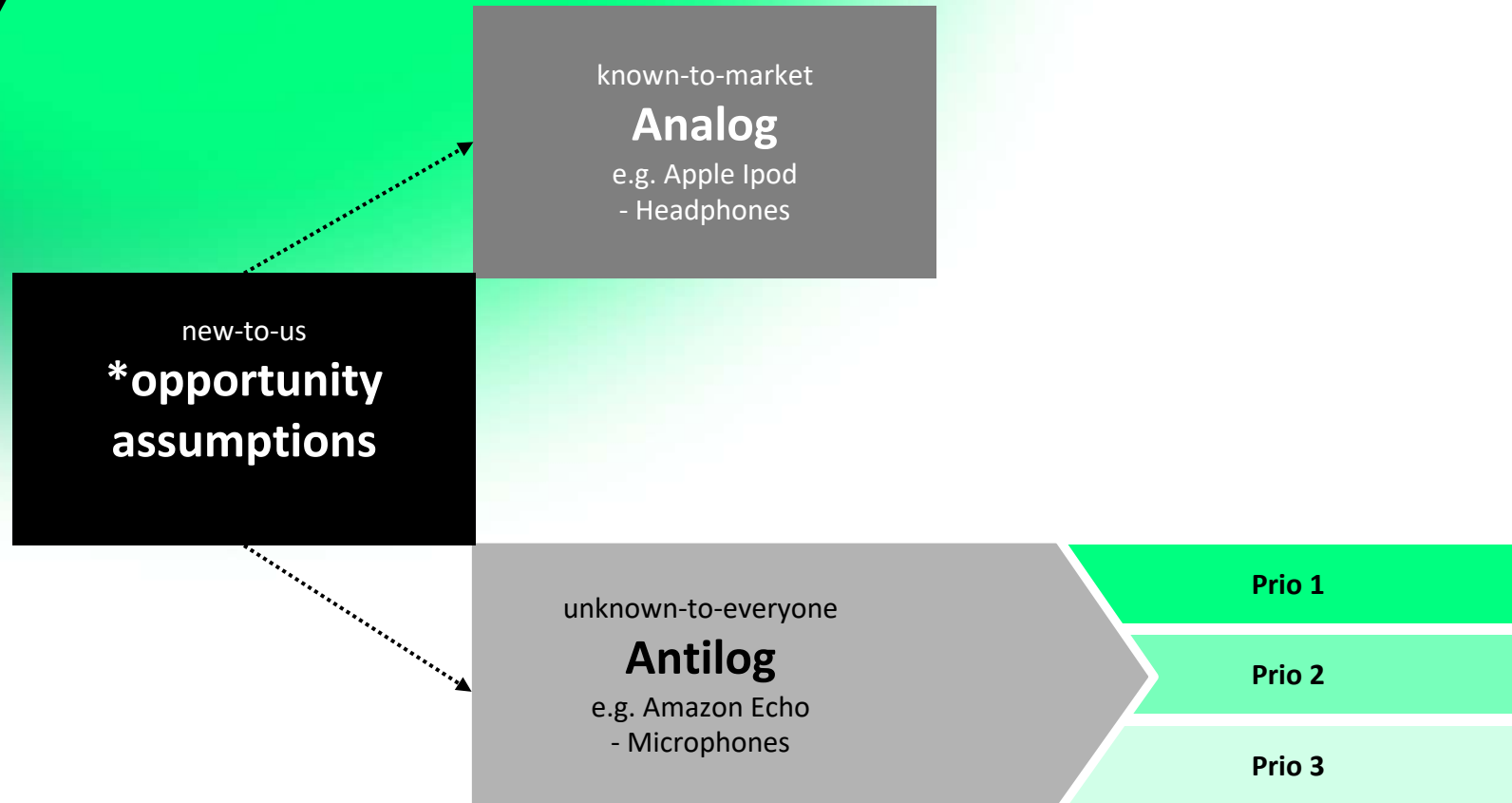
BREAK

LUNCH TIME

BE BACK AT 1 PM

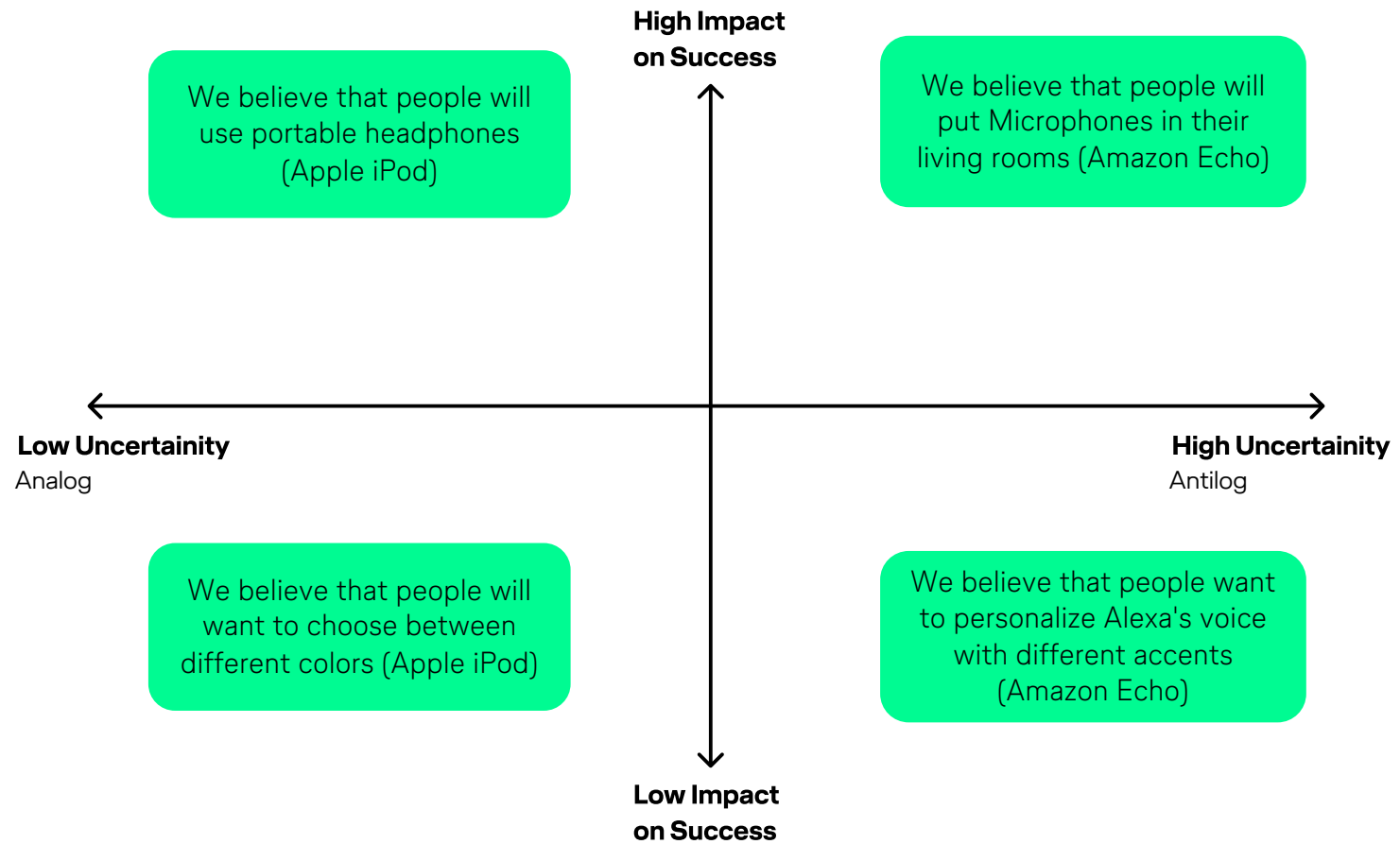


HOW TO IDENTIFY THE RISKIEST ASSUMPTIONS



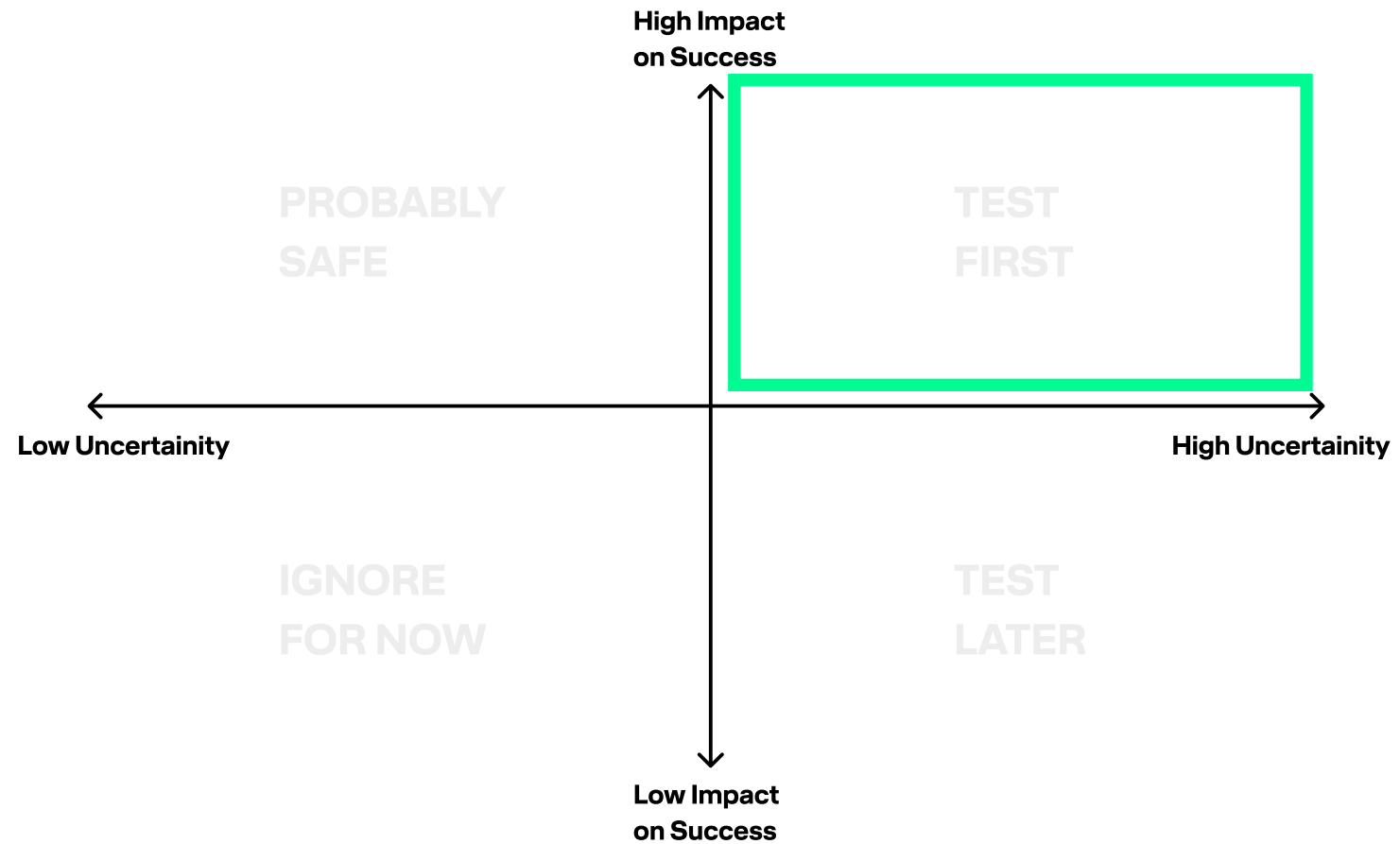
IDENTIFY YOUR RISKIEST ASSUMPTIONS

Assumption Mapping - CheatSheet



IDENTIFY YOUR RISKIEST ASSUMPTIONS

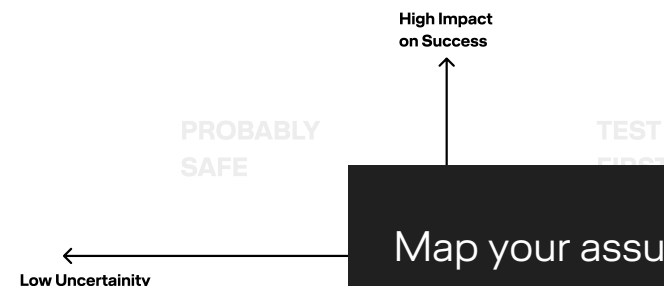
Assumption Mapping - CheatSheet



ACTIVITY

Map your assumptions

Assumption Mapping - CheatSheet



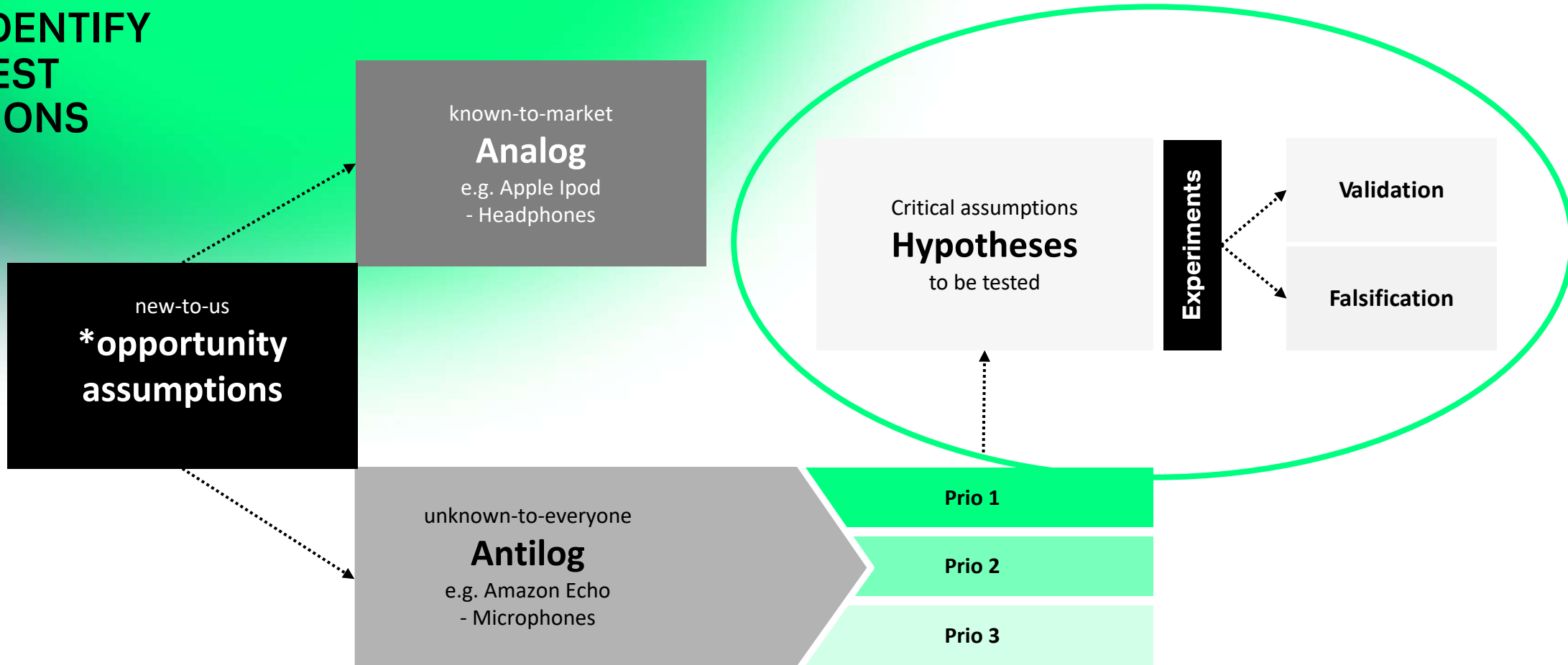
Map your assumptions based on:

- Impact on success
- Level of uncertainty

Therefore, move your Post-its from the first exercise.

~20 min

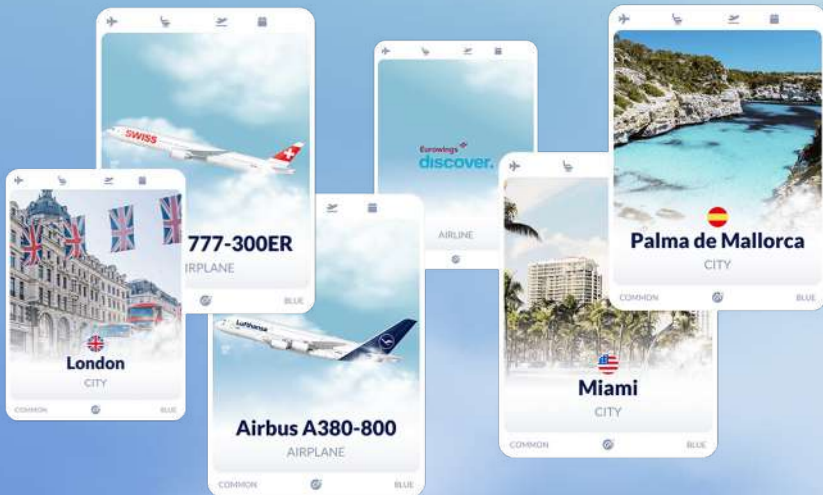
HOW TO IDENTIFY THE RISKIEST ASSUMPTIONS





Uptrip

A blockchain-based trading card game boosting loyalty & sales

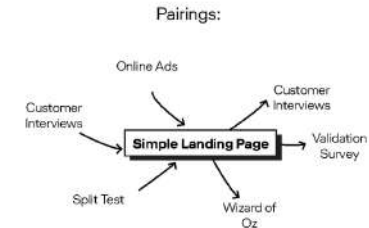


3. Simple Landing Page

DESIRABILITY FEASIBILITY VIABILITY VALIDATION

A simple landing page that presents the product is helpful to test if customers are interested in the value proposition. The landing page should have a call to action (e.g. E-Mail signup). Also it should include the customer pains, the solution and the customer gains.

- ■ ■ ■ Cost
- ■ ■ ■ Set-up Time
- ■ ■ ■ Time Span
- ■ ■ ■ Evidence Strength
 - Unique Views
 - Time Spent on Page
 - Email Signups

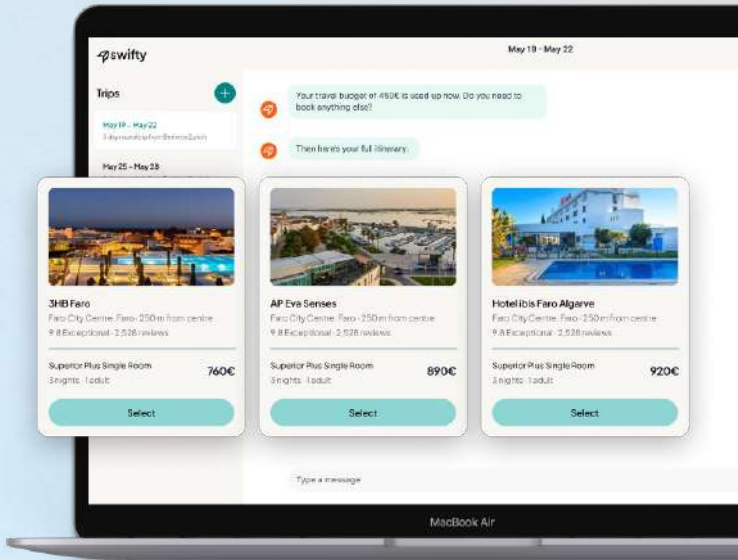


Capabilities
Design, Product, Technology



Simplify business travel with your AI assistant

Central discovery and booking experience built around the native chat interface



9. Customer Interview

DESIRABILITY FEASIBILITY VIABILITY

DISCOVERY

Customer Interviews are a way to qualitatively learn about the customer group. Done right, the interviews reveal the customer's motivations, challenges and behavior. The customer jobs, pains, gains and willingness to pay can be identified.

11. Wizard of Oz

DESIRABILITY FEASIBILITY VIABILITY

VALIDATION

Creating a customer experience and delivering value manually, with people instead of solely using technology. The name Wizard of Oz is derived from the movie, where you have a request that is handled by a person. Unlike Concierge, the people involved aren't visible to the customer.

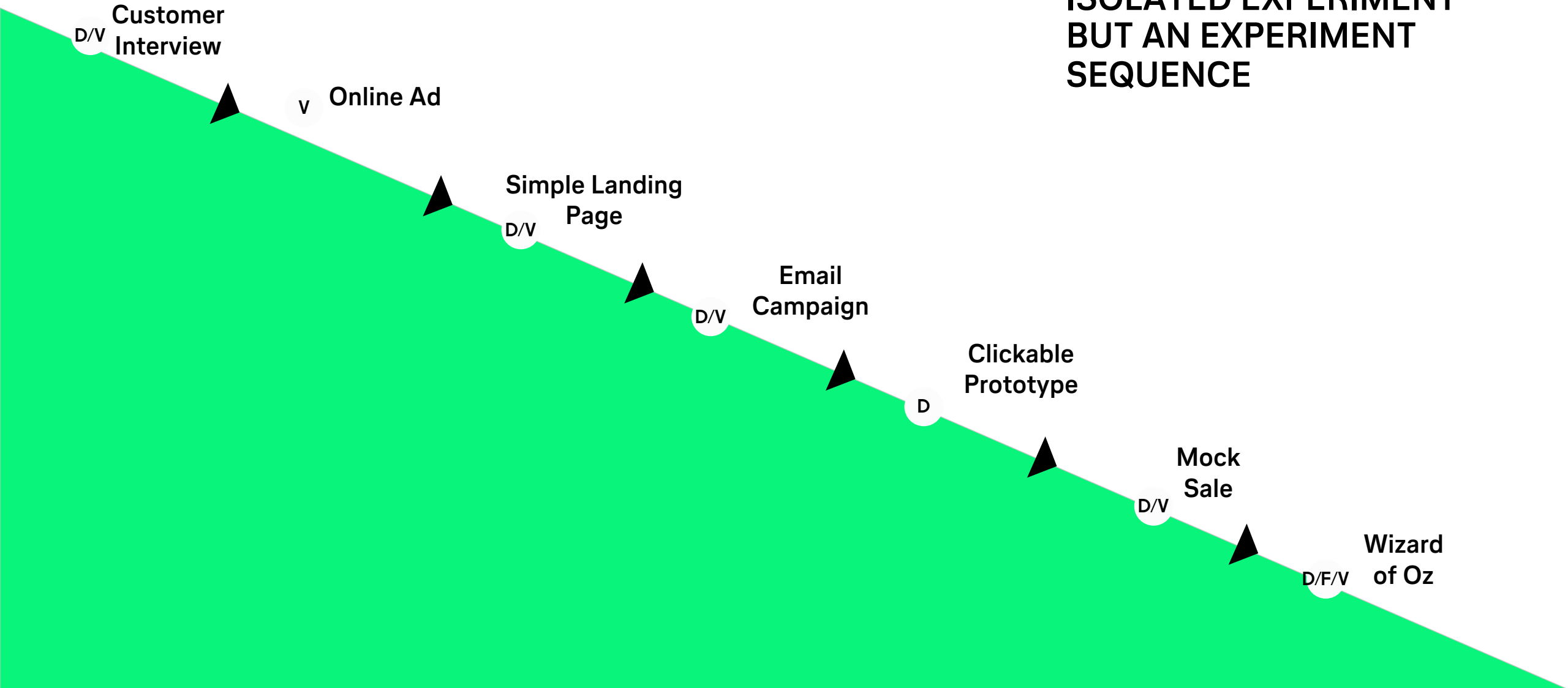
- ■ ■ ■ ■ Cost
- ■ ■ ■ ■ Set-up Time
- ■ ■ ■ ■ Time Span
- ■ ■ ■ ■ Evidence Strength
 - Customer satisfaction
 - # of purchases
 - Time it takes to complete the process

Pairings:



Capabilities
Design, Product, Technology, Legal, Marketing

**USUALLY, IT'S NOT
ISOLATED EXPERIMENT
BUT AN EXPERIMENT
SEQUENCE**



TURN YOUR ASSUMPTIONS INTO EXPERIMENT HYPOTHESES

Define Your Success/Failure Criteria

- ✓ "If 3 out of 5 people say they currently spend money solving this problem"
- ✓ "If 50+ people provide their email on our landing page in one week"
- ✓ "If I can find 2 experts who confirm this approach could work"
- ✗ "If people seem interested"
- ✗ "If we get positive feedback"
- ✗ "If it seems feasible"

Experiments Hypothesis Canvas

| Assumption We believe that... | Experiment | (Experiment) Hypothesis If we... Then... | Result Validated if.. |
|--|---------------------|--|--|
| We believe that customers want this solution | Prototype | If we show our prototype to 10 customers, then 7 will express purchase intent | Validated if at least 7/10 will express purchase interest |
| We believe that customers will pay €50 for this solution | Simple Landing Page | If we create a simple landing page with a pre-order button at €50, then 10% of visitors will click to purchase | Validated if at least 10% click at the pre-order button |
| We believe that we can build this solution in 3 months | Expert Interview | If we talk to 5 developers, then 3 will confirm a development plan of max. 3 months | Validated if at least 3/5 developers confirm the timing of 3 max. 3 months |



Experiments Hypothesis Canvas

| Assumption I believe that... | Experiment I will... | (Experiment) Hypothesis If I... Then... | Result Validated if.. |
|--|--------------------------------|---|---------------------------------|
| | | | |

→ **Plan your experiments | 30 min**

1. List your **riskiest assumptions** you want to test first
2. Select an **experiment** for each
3. Derive the **experiment hypotheses**
4. Decide when your hypotheses are **validated**



Action Planner

The action plan provides an overview of the next steps to be taken. There are three timelines which differentiate between experiments for the desirability, viability and feasibility aspect. Make a mark on every timeline to visualize when each experiment should be conducted.

| | Week 1 | Week 2 | Week 3 | Week 4 |
|--------------|--------|--------|--------|--------|
| DESIRABILITY | | | | |
| VIABILITY | | | | |
| FEASIBILITY | | | | |

→ Create an Action Plan | 20 min

Final step, make it concrete: Plan **when you will conduct which experiments.**

Put it on the timeline to map out your next steps. This is for you to increase commitment and ownership.



SHARING ROUND

**Each group presents 1
hypothesis + experiment**

BREAK

TIME FOR COFFEE

15 min

WORKING BACKWARDS

Working Backwards is an innovative problem-solving approach from Amazon.

It involves envisioning the end goal first and then systematically working backward to identify the steps needed to achieve it.



The Press Release is Amazon's customer-centric document for designing innovative products or services

- Used for every major innovation at Amazon, e.g. AWS, Echo, Whole Foods, Acquisition, etc.
- Mechanism to deeply embed customer-centricity
- Iterations and focus in crafting, e.g. 31 versions in 2006 for AWS PR before taking it to Jeff Bezos.

Amazon Web Services Launches

SEATTLE--(BUSINESS WIRE)--March 14, 2006-- S3 Provides Application Programming Interface for Highly Scalable, Reliable, Low-Latency Storage at Very Low Costs

Amazon Web Services today announced "Amazon S3(TM)," a simple storage service that offers software developers a highly scalable, reliable, and low-latency data storage infrastructure at very low costs. Amazon S3 is available today at <http://aws.amazon.com/s3>.

Amazon S3 is storage for the Internet. It's designed to make web-scale computing easier for developers. Amazon S3 provides a simple web services interface that can be used to store and retrieve any amount of data, at any time, from anywhere on the web. It gives any developer access to the same highly scalable, reliable, fast, inexpensive data storage infrastructure that Amazon uses to run its own global network of web sites. The service aims to maximize benefits of scale and to pass those benefits on to developer

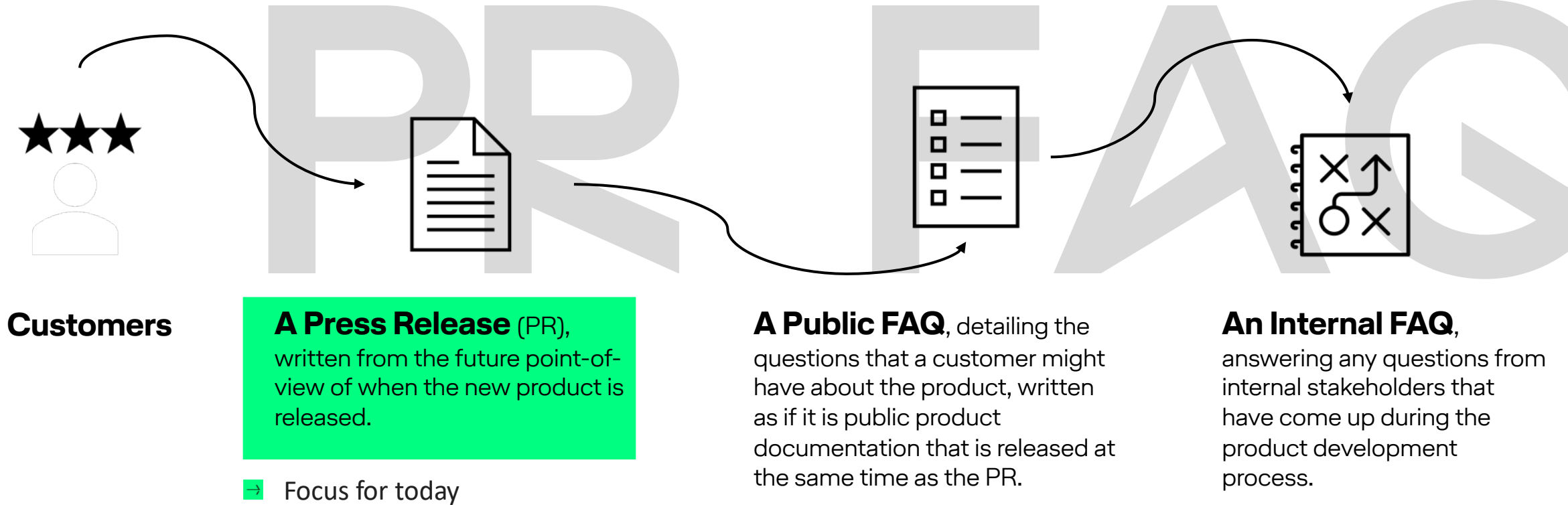
→ Press release AWS

Amazon S3

Amazon Simple Storage Service (Amazon S3), provides developers and IT teams with secure, durable, highly-scalable [cloud storage](#). Amazon S3 is easy to use object storage, with a simple web service interface to store and retrieve any amount of data from anywhere on the web. With Amazon S3, you pay only for the storage you actually use. There is no minimum fee and no setup cost.

→ [AWS Website](#)

The Artefacts in the Working Backwards Process



AS YOU WORK BACKWARDS YOU DEFINE YOUR IDEAS' VALUE TO CUSTOMERS

- Think **customer-centric**
- Force your assumptions to be **explicit**
- Make your ideas **interpretable** by any stakeholder
- Give people **one point of truth**
- Increase the **ownership** of stakeholders
- **Empower** people as it is simple enough to be created by anyone

What are we building and why?



THE PR PROCESS



30-minute group work to craft four **press releases**



60-minute PR FAQ review meeting with
±15 minutes per team

(more on that later...)



Press Release

Heading [short name for the product that the target customers will understand. Can follow the general format: [Company] announced [service/technology/innovation] to enable [customer] to [benefit statement]]

Subheading [One sentence saying who the market is and what the benefit is]

City, State – Intended Launch Date – [This is the date you could potentially launch the product. Safety tip: If you add a date and then review your press release with an exec, they're likely to cache this date and think the product is going to actually ship on the date. Make it practical, just in case.]

Intro Paragraph [2–4 sentences that gives a summary of the product and the benefits. Should be self-contained so that a person could read only this paragraph and still understand the new product/feature.]

Problem [2–4 sentences describing the problem that a customer faces, which this product solves. Tests your assumptions about the pain-points that you are addressing.]

Solution [2–4 sentences, describing how the new product/feature addresses this problem. Give a brief overview of how it works, and then go through and talk about how it solves each problem you listed above.]

“Internal quote” [Someone within your company being quoted about what they like about the product/feature. Tests your assumptions about the value you are creating for your customers and how you position this product within your broader product offerings.]

How the product/service works [1–3 sentences describing how someone can start using this product/feature (if it's baked into the existing product, say this explicitly). Tests your assumptions about how easy the ramp-up is for your customers to take advantage of the new product/feature. Go into enough detail to give them confidence it actually solves the problem.]

“Customer Quote(s)” [A hypothetical customer saying what they like about the new product/feature. Tests your assumptions about how you want your customers to react to the new product/feature and your ideal customer profile. They should be doing something that they couldn't do before, doing something much quicker and easier, saving time and effort, or in some other way making their life better. Whatever the benefit is, their delight in the benefit(s) should be exhibited in the quote. This should be multiple quotes from different customers if you have multiple profiles of ideal customers, example: mid-market and F50 customers.]

Call to action [1–2 sentences telling the reader where they can go next to start using the product/feature. Tests your assumptions about whether this is a feature that is automatically on, something they need to turn on, a beta-release, etc.]



Write your Press Release!

Use the **template** to write a press release **for a point in the future** when you launch your idea.

When you are done, send it to: **lea.vonderohe@lh-innovationhub.com**





Running our own PR Review



THE PR PROCESS



30-minute group work to craft four **press releases**



60-minute PR FAQ review meeting with **±15 minutes per team** (3 min silent reading, 10 min discussion, 2 min voting)

The **PR FAQ review** will be:

- Silently read the PR documents provided by the team
- Ask clarifications about the PR and general questions about the innovation. Note down clarifications for your future FAQ.
- Decide on whether to move to the next stage.

HOW EACH TEAM'S PR WILL BE JUDGED DURING THE REVIEW MEETING

Sign-off Criteria

- Does a customer in the future understand how this innovation will benefit him or her? Is the benefit relevant?
- Is the link between the stated customer need / problem and the proposed solution clear and convincing?
- Does the press release explain how the proposed solution will roughly work?
- Does it describe how customers will be able to experience the innovation?
- Is the language easily understandable?



Meeting Outcomes

A hard “yes”. Everyone understands the PR FAQ, liked the product idea and only had minor or clarifying questions that do not prohibit you moving forward at this point.

A soft “yes”. Maybe you couldn't immediately answer some questions about important parts of the product and must complete some extra research after the end of the meeting.

A soft “no”. Stakeholders asked for questions to be answered before they are prepared to move on and/or indicate that the product/service is less of a priority currently.

A hard “no”. Sometimes a product that people are excited about can't be built due to technical barriers, regulatory restrictions, or other factors that you can't control.

PR FAQ Review: Don't do the “Corporate Innovation Trap”

**DON'T ONLY LOOK AT WHY IT'S NOT WORKING,
BUT WHAT SHOULD BE DONE TO MAKE IT WORK.**

TO TAKE HOME:
YOUR WORKSHOP
RESOURCES



**HOW DO YOU FEEL
NOW?**

**WAS THERE ANYTHING
SURPRISING FOR YOU?**

**HOW CONFIDENT DO
YOU FEEL TO PROCEED?**



THANK YOU!

Please leave your feedback 📌

