

## Action Guide

TEI 314: How to make your ideas thrive instead of die  
*Shankar Achanta*



### Application Questions

1. Where do you see ideas for new products coming from?
2. Where do you find insights to problems that customers encounter?
3. What challenges do you have drawing attention to your ideas and getting support for them? What successes have you had with this?



### Actions to Take

#### What to Do Now

- Remember that great ideas can come from anywhere in the organization; be aware of unexpected sources of ideas.
- When sharing ideas, create a hypothesis and document your assumptions; then show the strategic fit of your problem statement.

#### What to Do Soon

- Consider using Shankar's three-month Innovation Framework.
- Look for opportunities to discuss ideas with a variety of professionals—product managers, product developers, engineers, etc.