

# THE DETECTIVE'S GUIDE TO INNOVATION

Use this worksheet to uncover hidden opportunities and overlooked strengths in your organization. **Think like a detective:** observe carefully, question assumptions, and connect what's often hiding in plain sight.

## 1. GATHER THE EVIDENCE

What do you already know about your organization's mission, culture, and operations?

- ☐ Internal data points
- ☐ Stories from staff or clients
- ☐ Legacy practices still in use

## 2. SPOT THE CLUES

What strengths are being underutilized?

- ☐ What values or approaches distinguish your organization?
- ☐ Where do you consistently succeed, even without fanfare?

## 3. CONNECT THE DOTS

How do your internal truths align with current market needs?

- ☐ Can you reposition an old strength for new relevance?
- ☐ Where do your strengths meet today's demand?

## 4. SOLVE THE MYSTERY

What strategy emerges from this alignment?

- ☐ Define a marketing idea, brand message, or campaign theme
- ☐ Keep it rooted in who you already are

## 5. TEST THE THEORY

How will you measure the effectiveness?

- ☐ KPIs or feedback loops
- ☐ What short-term wins will validate your idea?



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