

CREATIVITY AND INNOVATION DISCUSSION QUESTIONS

Developing creative ideas and implementing useful innovations is easier when teams have intentional and thoughtful conversations related to the four subject areas below. Here are questions that will help focus discussion in these areas. When the term “client” is used, it may also refer to a customer, a vendor, or an internal person or department.

1



WHAT PROBLEMS DO PEOPLE HAVE?

These questions are intended to identify current or future clients' problems.

1. What are the common problems clients are identifying?
2. What are frustrations or pain points we observe clients experiencing?
3. If you were a client, what would you see as a problem?

2



WHAT DO PEOPLE WANT?

These questions are intended to identify what services or products clients want.

1. What are clients asking for that we are not providing?
2. As a client, what new or different things would you want our organization to do?
3. How can we provide what clients value and want the most? How can we offer these things in different ways?

3



WHAT DO PEOPLE NEED?

These questions are intended to identify what services or products clients need - including those things they may not even know they need.

1. What possible needs do our clients have that we are not offering a solution for?
2. What future trends will impact our clients' needs?
3. How can we provide our services or products in different ways that clients may value?

4



WHAT'S BUGGING YOU?

This section is intended to help organizations become less wasteful and more efficient.

- How and in what areas are you being bugged?
- Do you think there is waste in any of the following categories?
1. Time spent searching for items or information
 2. Misinformation or miscommunication
 3. Waiting time
 4. Inefficient procedures/tools
 5. Excess inventory
 6. Unused employee intellect
 7. Over-production
 8. Over-processing
 9. Transportation
 10. Defects and mistakes