

CHOOSE YOUR AREA OF INNOVATION (AOI)

Choosing an Area of Innovation is key to standing out from the crowd. If you could pick one thing that you do, and truly excel at it, what would it be?

The concept behind AOI is that you will not just choose something that your company is good at, but you will choose something that you are willing to continue to *innovate* around, to improve, to knock out of the ballpark. Next step: make sure everyone knows about it!

Your AOI will fall into one of 3 categories:

- **Quality** (pick a single quality, not “high” quality)
- **Price** (the highest or the lowest)
- **Convenience** (built in or value added)

Choose something that is a good fit for your company’s strengths, is in line with your purpose and mission, and that your top clients will value.

1. What area is currently not being well addressed by your industry?

2. What are the strengths and abilities of your company?

3. What does the market want most from your industry or business?

4. When you think about the three areas of innovation, which one gets your ideas flowing?

5. What are your own natural tendencies? Do you like to save every penny? Do you tend to make things easy for others? How can you incorporate your own strengths into you company's AOI?

6. **My Area of Innovation is:** _____