FIVE STEPS FOR INNOVATION

1. **IDENTIFY NEED**
   - Define the problem
   - Define the timeline

2. **CLARIFY / RESEARCH**
   - Gather insights into consumer behavior
   - Investigate market readiness
   - Evaluate brand readiness

3. **IDEATE / BRAINSTORM**
   - Guided divergent / convergent exercises
   - Align with strategic goal

4. **DEVELOP AND REFINE THE CONCEPT**
   - Rank potential solutions
   - Visualize via sketches, renderings, and prototypes
   - Select final ideas for trial

5. **IMPLEMENT**
   - Scale up
   - Commercialization

THREE STEPS TO TAKE RIGHT NOW

BEGIN WITH THE END IN MIND

Clearly state the goal and carefully articulate the guardrails. Understanding what is desirable and what is off-limits is critical to making the best use of limited time and resources.

RESET YOUR BASELINE PERFORMANCE

Changes in material often have an impact on operations, timing, and cost. Minimize time spent on technologies that will dead-end without getting you to your goal.

ITERATE INTO THE END STATE

Consider opportunities to further optimize package size, structure, and material sourcing specific to the application. Add in PCR or renewable content wherever possible.