

Ten Types of Innovation

It has been nearly 20-years since global innovation firm **Doblin** developed their ten types of innovation' framework. Here's a brief outline of the model.

CONFIGURATION

Profit Model

Innovative **profit models** reflect a deep understanding of what customers value and where new revenue opportunities might lie.

Example tactics: Freemium, bundled pricing, financing, membership, user-defined.

Network

Network innovations provide ways to take advantage of other companies' processes, technologies, channels and brands.

Example tactics: Alliances, crowdfunding, franchising, acquisitions, supply chain integration.

Structure

Structure innovations focus on organising company assets — hard, human, or intangible — in unique ways that create value.

Example tactics: Asset standardisation, decentralised management, outsourcing, incentives.

Process

Process innovations demand radical change to the activities and operations that produce an organisation's primary offerings.

Example tactics: Intellectual property, flexible manufacturing, low volume production, logistics.

OFFERING

Product Performance

Product performance innovations address the value, features, and quality of new products as well as updates and line extensions.

Example tactics: Simple usability, eco-friendly, added functionality, safety, styling, focus.

Product System

Product system innovations are rooted in how individual products and services connect to create robust, scalable systems.

Example tactics: Product bundling, plug-ins, modular systems, integrated, complimentary.

Service

Service innovations enhance the performance and perceived value of an offering. They solve problems and improve customer journeys.

Example tactics: Guarantee, loyalty programs, personalisation, self-service, user communities.

Channel

Channel innovations encompass all the ways that a company's offer connects with customers — both off and online.

Example tactics: Cross-selling, on-demand, multi-level marketing, direct, distributors.

Brand

Brand innovations help to influence people having a positive gut feeling about a company, product or service.

Example tactics: Certification, co-branding, transparency, brand extension, values alignment.

EXPERIENCE

Customer Engagement

Customer engagement innovations use customer research and insights to develop deep and meaningful connections.

Example tactics: Communities, simplification, automation, personalisation, education.