

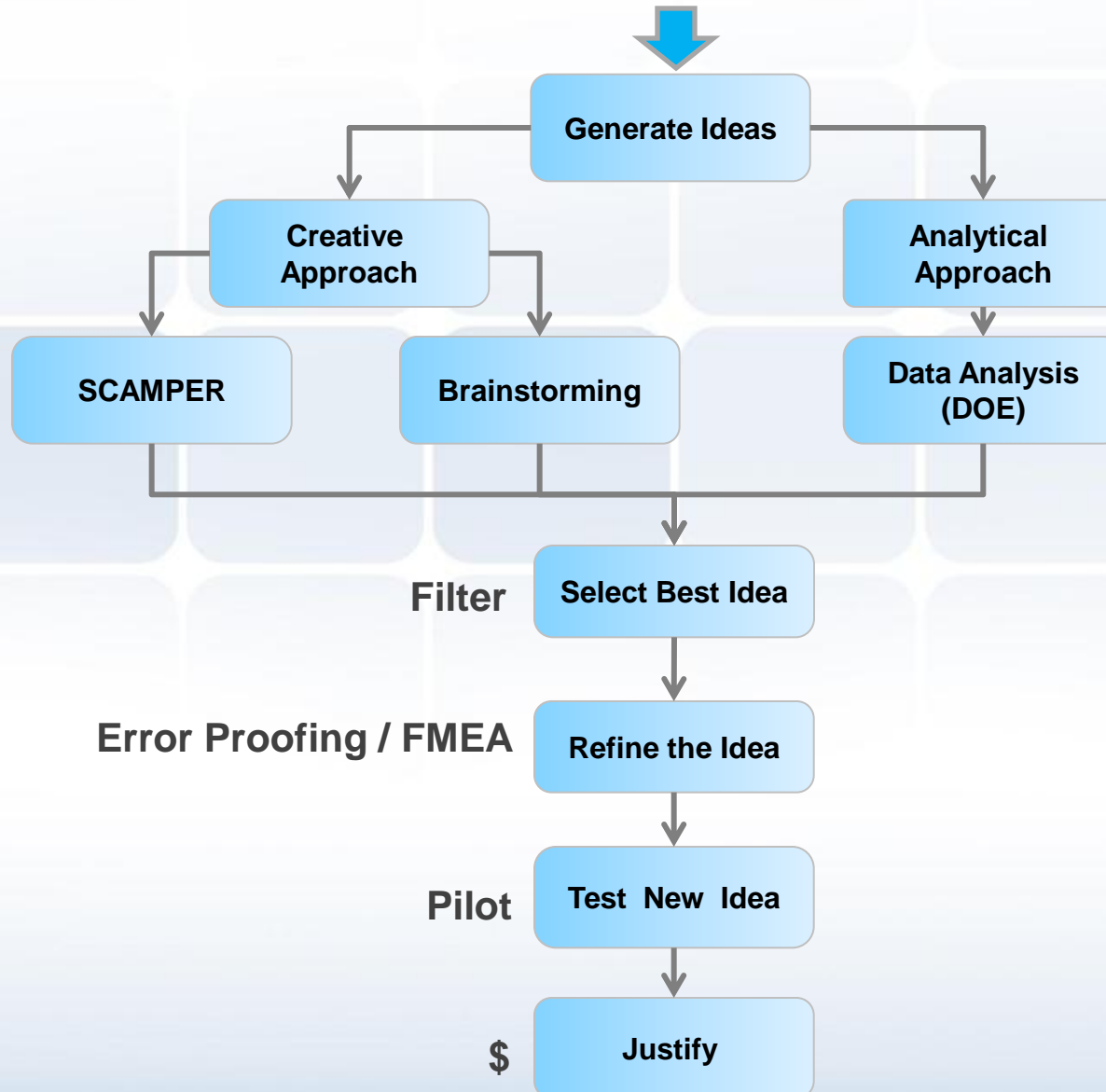
Start Up Screen

# Generating and Screening Solutions

## Take Aways



# Approach to Solution Generation



# Definition of Lateral Thinking

“Lateral Thinking is a ‘way of thinking’ which seeks the solution to intractable problems through unorthodox methods, or elements which would normally be ignored by logical thinking”

– Oxford Dictionary

*"You cannot dig a hole in a different place by digging the same hole deeper"*

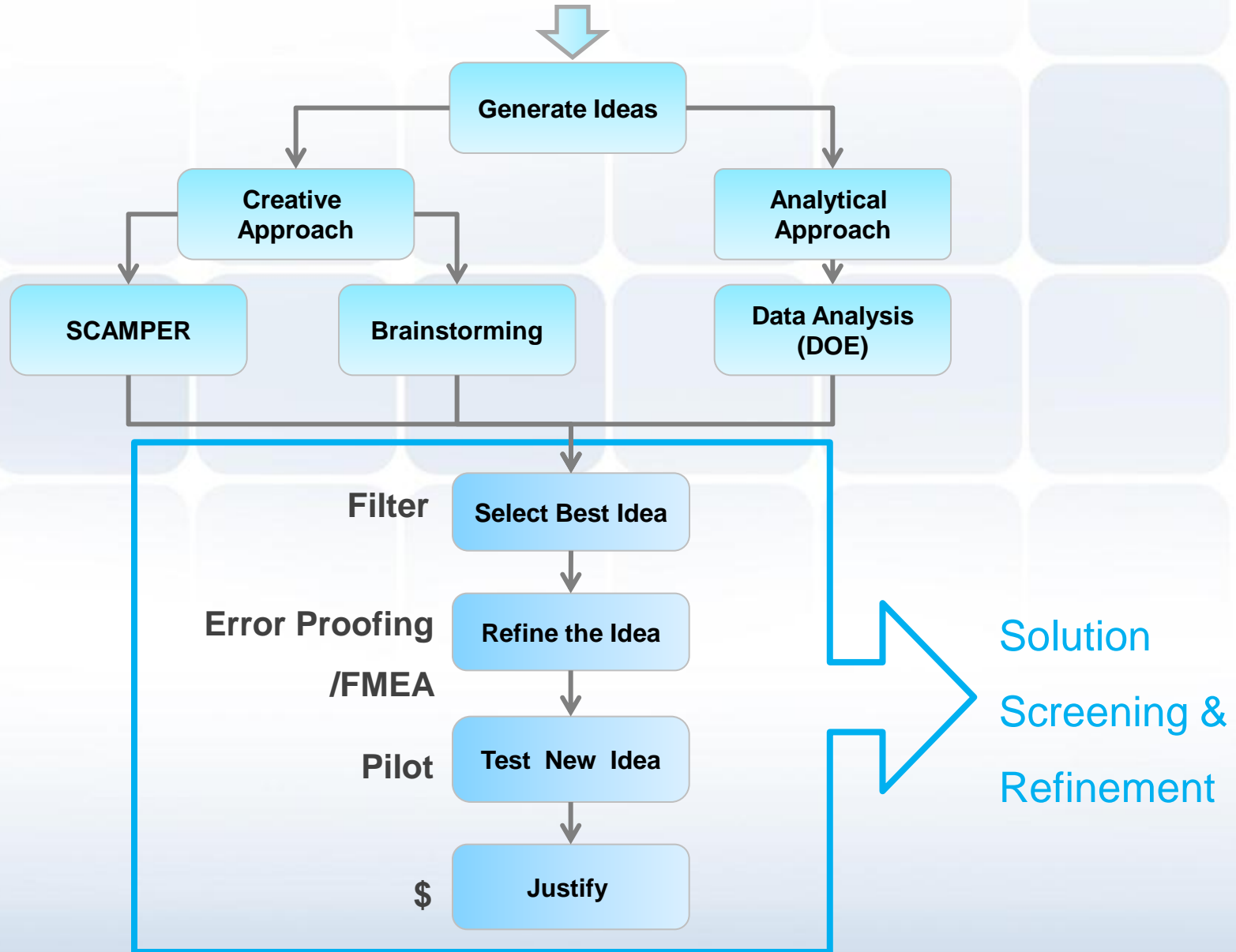
# Types of Structured Brainstorming



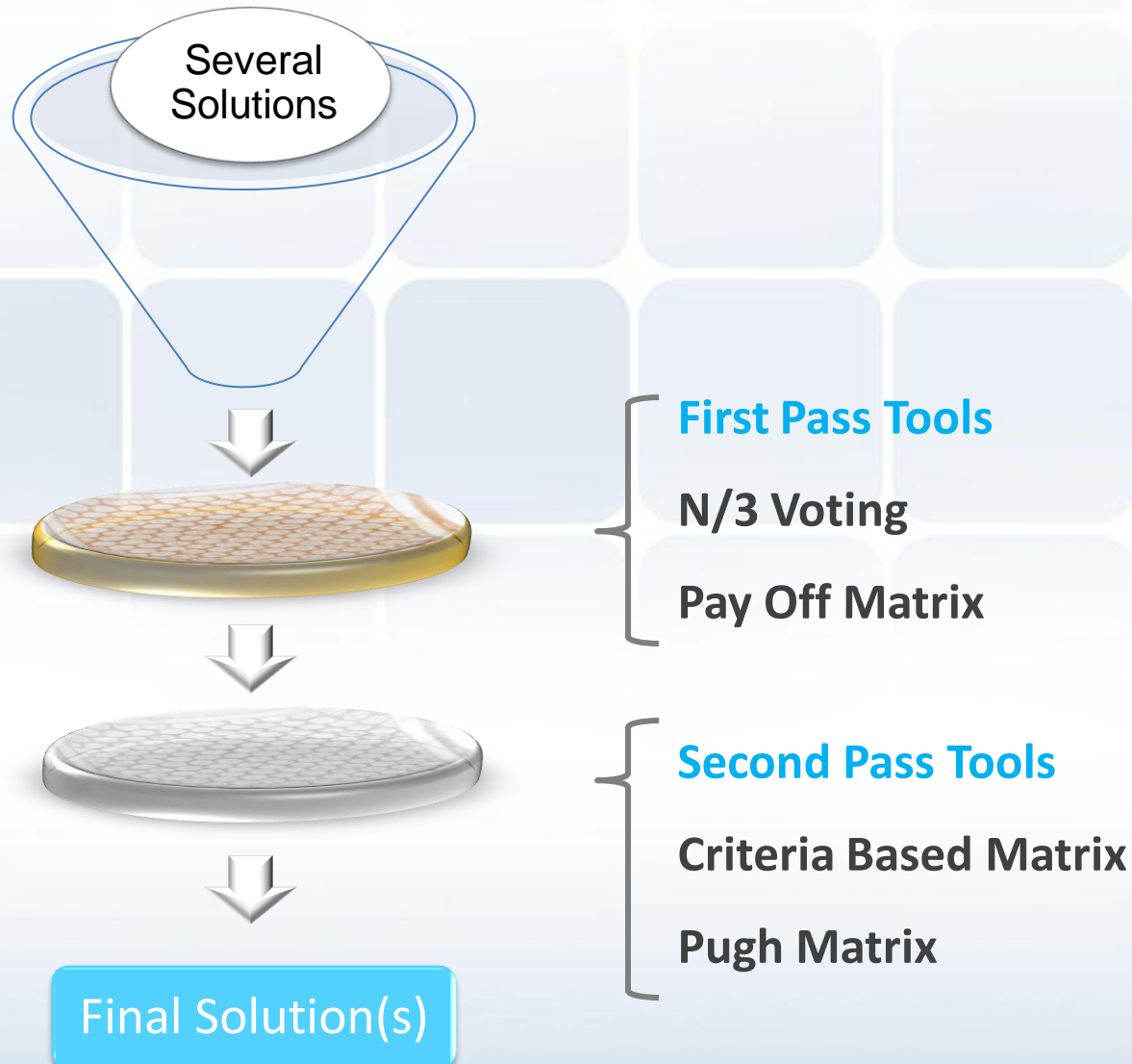
# Brainstorming Principles

- 👍 Create cross-functional groups
- 👍 Focus on Critical Xs & CTQs
- 👍 Allow free flow of Ideas
- 👍 Generate considerable amount of ideas
- 👍 Build up on other ideas
- 👍 Prevent biases(group/function/subject)
- 👍 Avoid large groups(6-10 optimum)
- 👍 Scribe all details & managing time

# Approach to Solution Screening



# Approach to Filtering Techniques



# Definition of Criteria Based Matrix

- 👍 A tool used for selecting one solution from a small list of options based on important criteria
- 👍 Evaluates each option against weighted criteria
- 👍 Aka CBM
- 👍 A second pass tool

		Ratings				Total Scores			
Criteria	Weight	Sol 1	Sol 2	Sol 3	Sol 4	Sol 1	Sol 2	Sol 3	Sol 4
Grand Total									



# About Us

**We are a Consulting & Management firm & help clients in:**

- Deriving & executing **Business & Functional Strategies**
- Making **Customer Experience** a competitive advantage
- Improving profitability by leading **Business Transformation** initiatives

## Consulting Clientele

