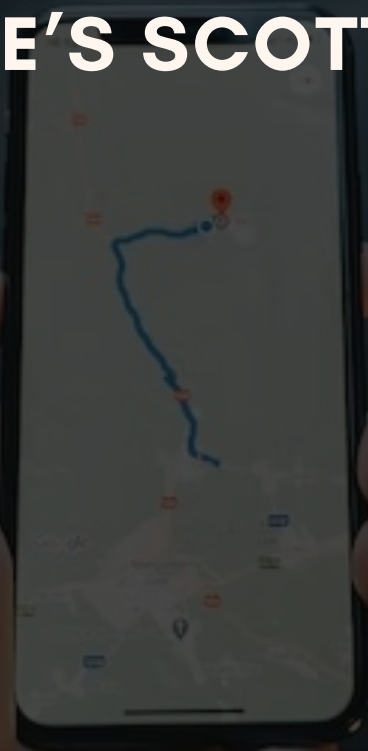


# 3 LESSONS

FROM THE INNOVATION WEBINAR  
BY GOOGLE'S SCOTT THOMSON





Innovation is the development and delivery of novel solutions to meaningful problems.

Many great engineers are frustrated by internal blockers to innovation that stifle creativity and business outcomes. **Learning how to overcome these blockers and how to innovate at work is key to unlocking the next level of your career.**

Google is one of the world's great innovators. Alto is an emerging company with the goal to democratise innovation. Together, Alto and Google's Scott Thomson train engineers and leaders on how to successfully innovate despite bureaucracy and blockers.

Here are 3 key lessons to follow to successfully innovate within your company from the innovation webinar with Google's Head of Innovation, Customer Engineering, Scott Thomson.



## LESSON #1

### FOCUS ON THE PROBLEM

As engineers it is easy to jump into solution mode. We love to build and we are excited by novel technology and ideas.

But, we must focus on understanding our problem first before we begin developing solutions. Google Glass, the augmented reality glasses, are a great example of cool technology versus a great solution to a meaningful problem.

To do this, you must empathise with those you are serving. If you are solving a problem for colleagues, then treat your colleagues as the customers – the hero.

The best way to empathise is to interview those experiencing problems. You must listen before solving a complex problem.

You can use a tool we developed at Alto, called the [Problem Canvas](#), to evaluate whether you are ready to begin developing a solution. The problem canvas is essentially 'a problem on a page', you should fill it out and validate that every part is true before you start thinking about creating solutions.





## LESSON #2

### THINK 10X

Thinking 10X is a key mindset adopted at Google that ensures they only focus on innovations worth pursuing.

Whenever you are evaluating an idea or coming up with a new idea, ask if it is 10 times better than what already exists. This way of thinking helps you commit to bold ideas that are inherently more risky but that if successful make a meaningful impact.

The Wright brothers, wouldn't have undertaken the first controlled heavier-than air flight if they improved on old technologies by 10%.

**To be a true revolutionary innovator – think how you can improve something by a factor of 10.**

To make this mindset shift, you need to build a habit of evaluating whether ideas are 10 times better than what exists today. One way to do this, set up a calendar reminder for the end of each week to evaluate any ideas you've had and ask if they are 10X.



## LESSON #3

### VALIDATE YOUR SOLUTIONS *"TACKLE THE MONKEY"*

If you're working on a project to get a monkey on a pedestal that can recite Shakespeare, you should 'tackle the monkey' first, that is, validate you can get the monkey, before building the pedestal.

In other words, whenever you develop a new idea, **you must validate your riskiest assumptions first**, not the safe assumptions such as your ability to develop a pedestal.

Google has pioneered a technique called prototyping which they use to design and deliver experiments to validate assumptions.

One tool you can use to design experiments is [Google Cloud](#) which makes for great arts and crafts material. We also recommend the [Lean Canvas](#), which is an idea on a page. Each box of the lean canvas is an assumption you need to validate.

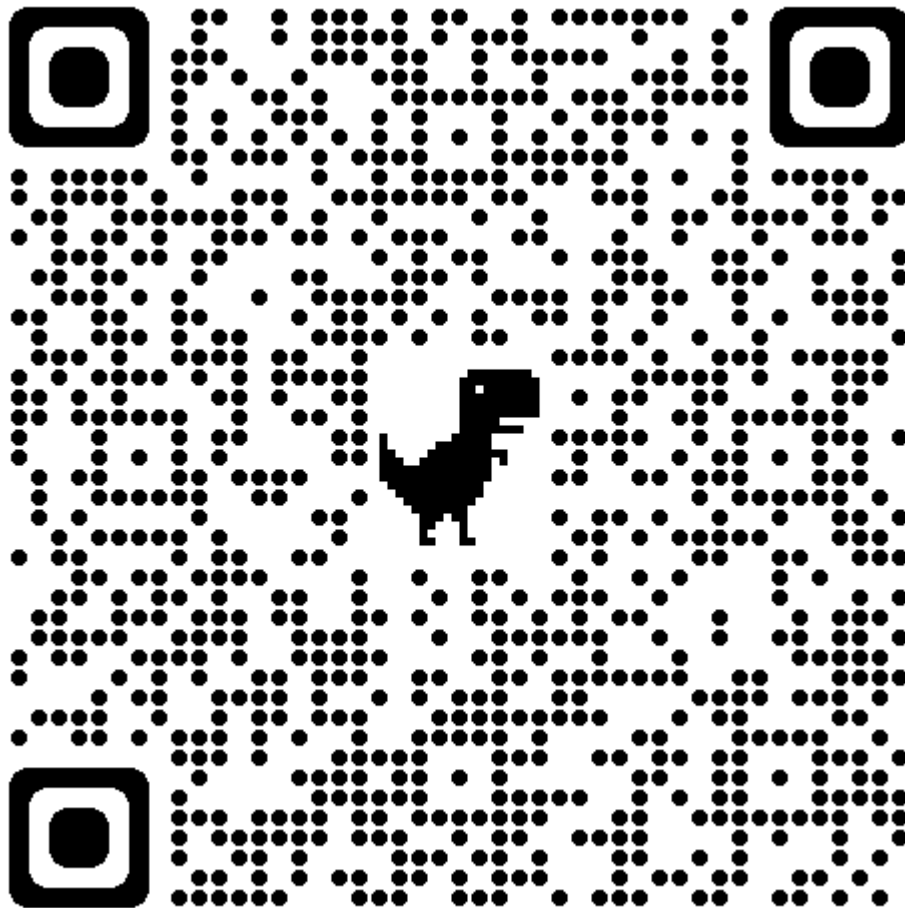
If you want to learn how to identify and validate assumptions including Google's prototyping technique, then checkout our [Innovation Training](#) which teaches you a step-by-step process to identify and solve meaningful problems at work.



# Feedback is a gift

We'd love to hear what you thought about the presentation, what you liked and didn't like as well as if you would like a follow up conversation with your company. Please help us by providing feedback or follow up here: <https://forms.gle/oxsxL4PA9sqwURVPA>

Or snap this shiny QR Code if that is easier for you



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- a) Please have a frank conversation with your security team about the reasonableness of this action and
- b) Feel free to reach out to me directly at [scotty@google.com](mailto:scotty@google.com) (But I will be much more responsive to the mechanisms above)





## Learn a step-by-step innovation process to create novel solutions to meaningful business problems.

If you enjoyed the innovation webinar by Google's Scott Thomson and would like to further develop your innovation skills, then checkout our on-demand innovation training!

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