

Opportunity Thinking: Making the Sensory Sciences More Impactful in Helping Organizations Capture Opportunity

Pam Henderson, Ph.D.



 NewEdge



@NewEdgeTeam

B2B



Bayer MaterialScience



B2C



JOHN DEERE



MOTOROLA



PEPSICO



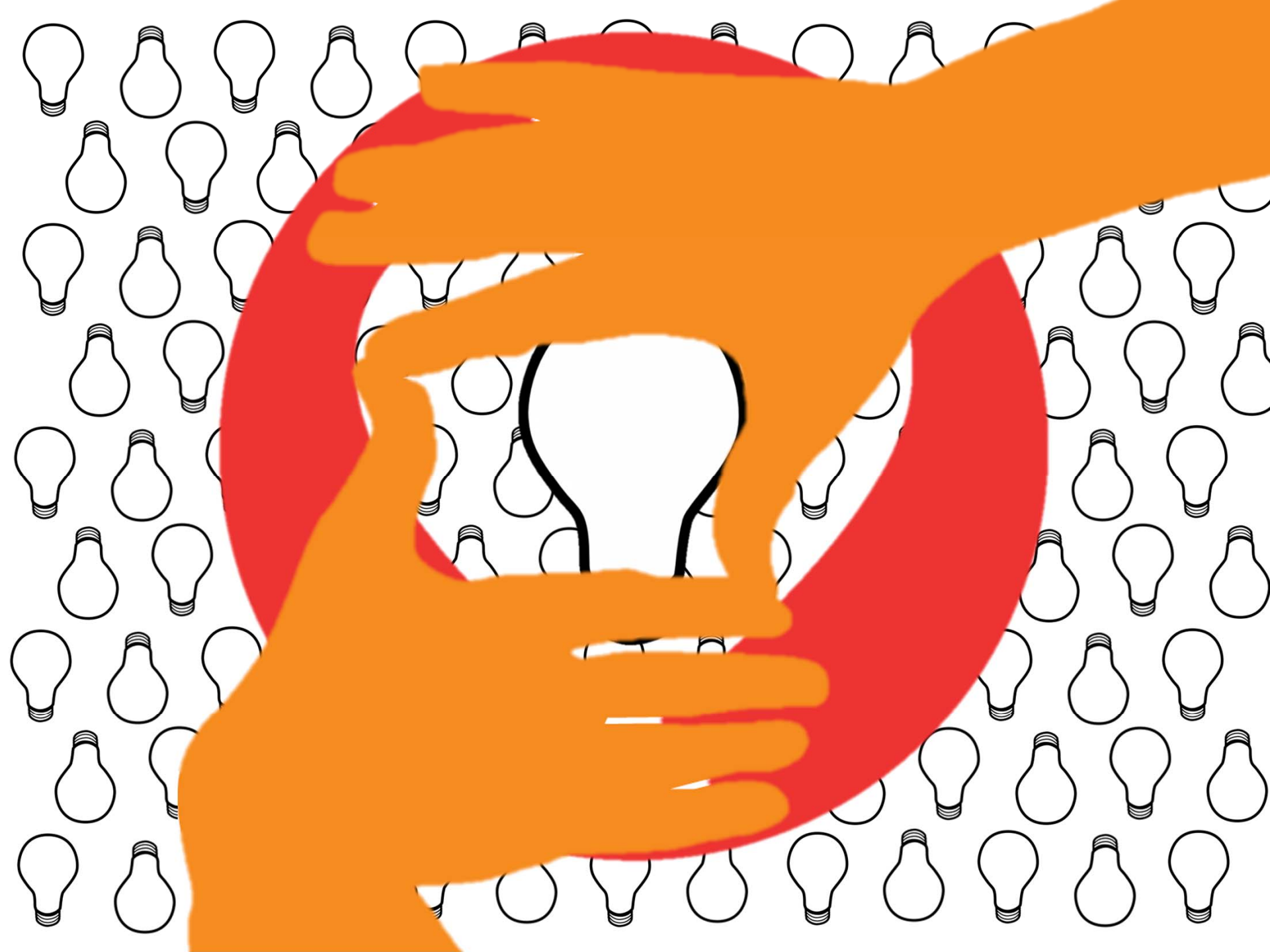


**Carnegie
Mellon
University**





Pacific Northwest
NATIONAL LABORATORY



The background of the slide is a repeating pattern of lightbulb outlines in a light gray color. The lightbulbs are arranged in a grid-like fashion, with some overlapping. The central focus is a vertical column of four large orange numbers: 30000, 100, 2, and 1, which decrease in size from top to bottom.

30000

100

2

1

Ideas are failing us!

THOMAS A. MEYER



101

How Breakthrough Happen

The Surprising Truth About How Companies Innovate

THREE ESSENTIAL KEYS TO SOLVE PROBLEMS, INNOVATE, AND GET THINGS DONE

Smart thinking



ART MARKMAN, PHD
Foreword by Craig B. Wyant
and Dr. Mehmet Oz

MAKE US MORE INNOVATIVE

Critical Factors for Innovation Success

Jeffrey Phillips
OVO Innovation

INNOVATE

How Great COMPANIES

MAKE YOUR IDEAS TAKE FLIGHT

the power of creativity
work and play more
effectively



LATERAL THINKING

Creativity Step by Step

EDWARD de BONO

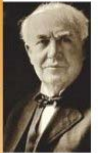
Stephen M. Shapiro



So, you're a creative genius...
(HOW WHAT?)

Miller
Caldicott

INNOVATE LIKE EDISON



The Success System of America's Greatest Inventor

Michael J. Gelb,
bestselling author of
How to Think Like Leonardo da Vinci,
and Sarah Miller Caldicott

THE ACE

HOW TO...
AT A MOMENT'S NOTICE

TODD HENRY

Written by
Jack Foster
Illustrated by
Larry Corby



HOW AMERICA IS BORING ITS INNOVATION EDGE,
WHY IT MATTERS, AND WHAT WE CAN
DO TO GET IT BACK

JOHN KAO

the bestselling journalist



Opportunity?

Pam Henderson, Ph.D.

Tools for **OPPORTUNITY THINKING**



You can kill an **IDEA...**
but you can't kill an
OPPORTUNITY!

How to Discover New Sources of Growth for Your Organization

WILEY

So...What is Opportunity?



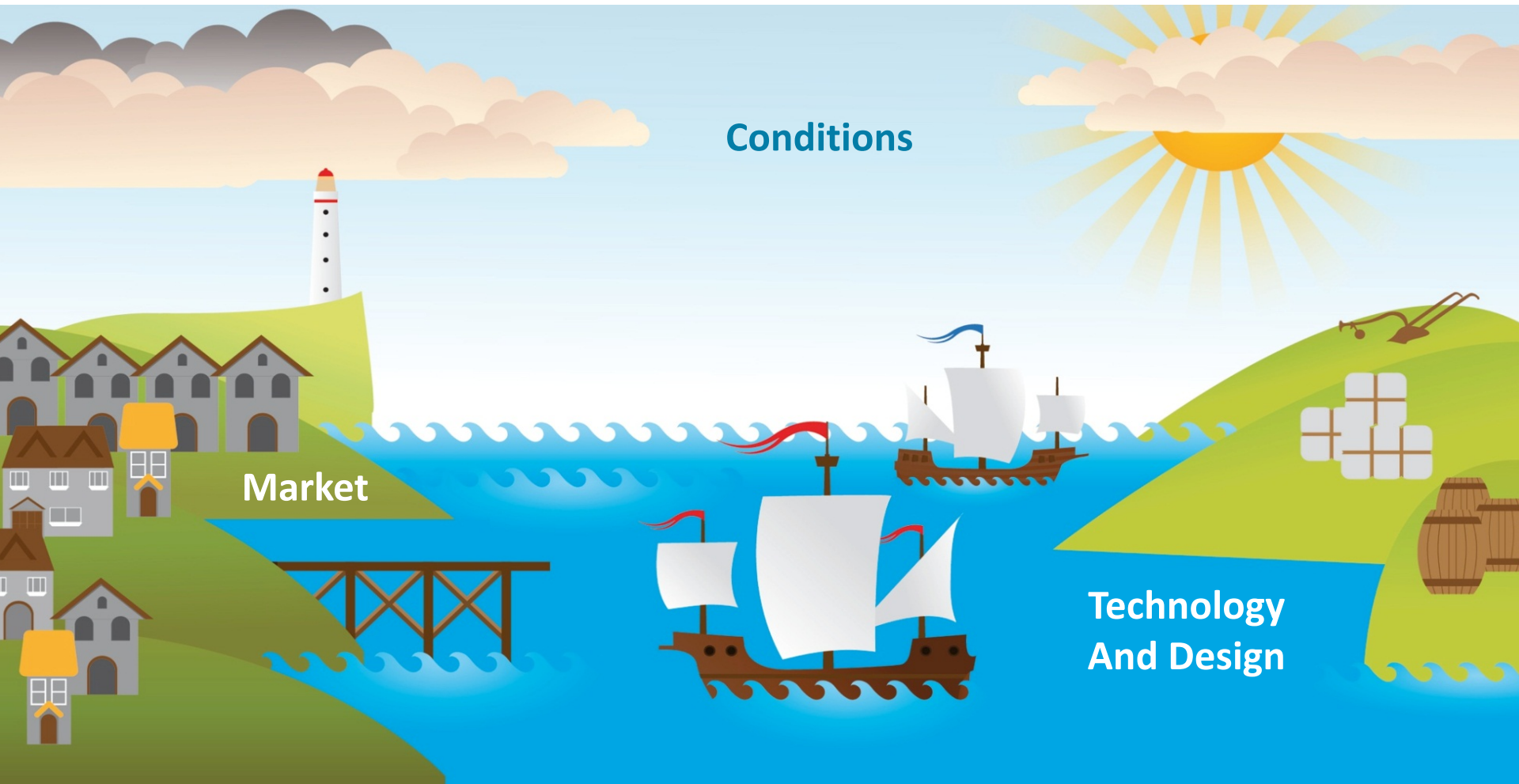
An idea is like a koi fish...

Opportunity is the pond...

*If you want a
BIG fish...
find a BIG pond!*

What is Opportunity?

Latin OB PORTU (1375-1425)



Conditions

Market

Technology
And Design

*Real opportunity lies in all
three...*

Need

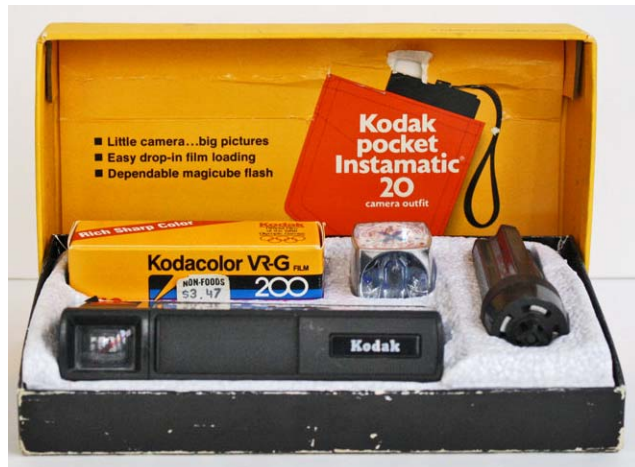
+

Value

+

Conditions

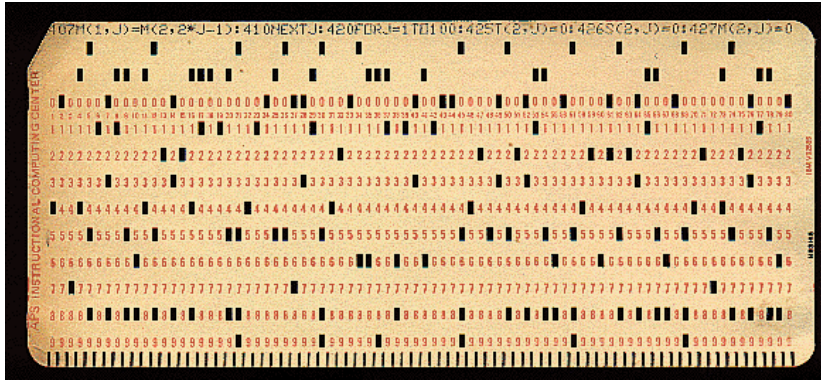
Need



Value



Conditions... in 1975





It Takes an Organization to Capture Opportunity!

Need = Marketing

Value = R&D and Sensory

Conditions = Organization and
Environment

What's the Role of
Sensory Science in
Defining Opportunity?

*Conditions that bring
opportunity are...*

TIDE



Big
Opportunity

Building
Your Pipeline For
Big Growth

Big
Idea

Developing
Holistic Offers To
Take To Market



pepsi



Big
Opportunity

Building
Your Pipeline For
Big Growth

Big
Idea

Developing
Holistic Offers To
Take To Market



pepsi



Cross-Functional Rapid Brewery



Trends

I

D

E

*Change is like
shuffling a deck
of cards – it
deals new
opportunity!*



Trends

Insights

D

E

*Articulate the
unarticulated!*



Trends

Insights

Dimensions

E

*Dimensions
help stretch
our
thinking!*

Drink ————— All Food Types

Mango ————— Mango +

Mid-day ————— All Occasions

Trends

Insights

Dimensions

Ecosystem

*Each
opportunity
ecosystem
is unique!*

Ecosystem =

Participants

Influencers

Observers



Street Vendors

Office Workers

Students

Moms

Mango Fanatics

Juice Sellers

Restaurants

Candy Companies

Opportunity Landscape

Trends



Insights

“We give mangoes when they’re in season”

“I make aam panna every couple of days”

“I love to combine mango with dairy as it gives me a cooling effect”

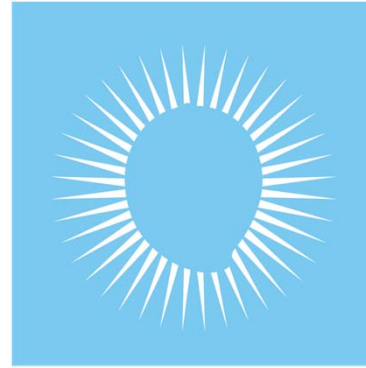
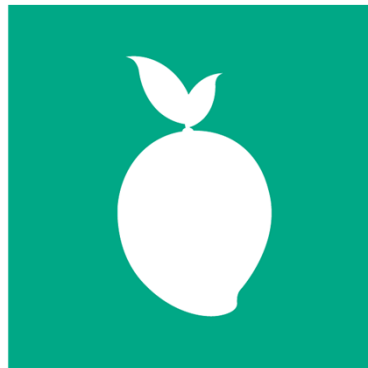
Dimensions

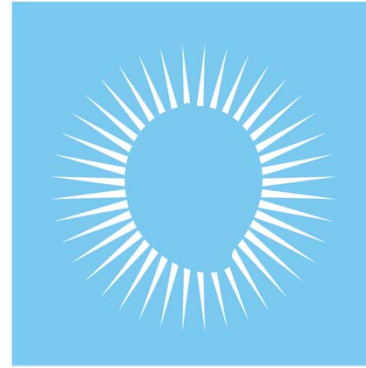
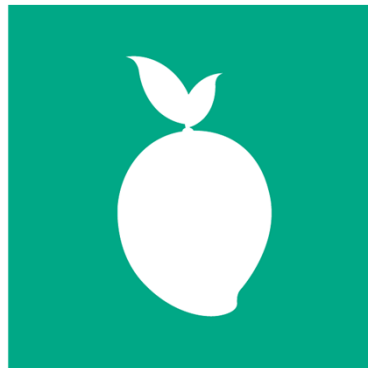
Drink ————— All Food Types

Mango ————— Mango +

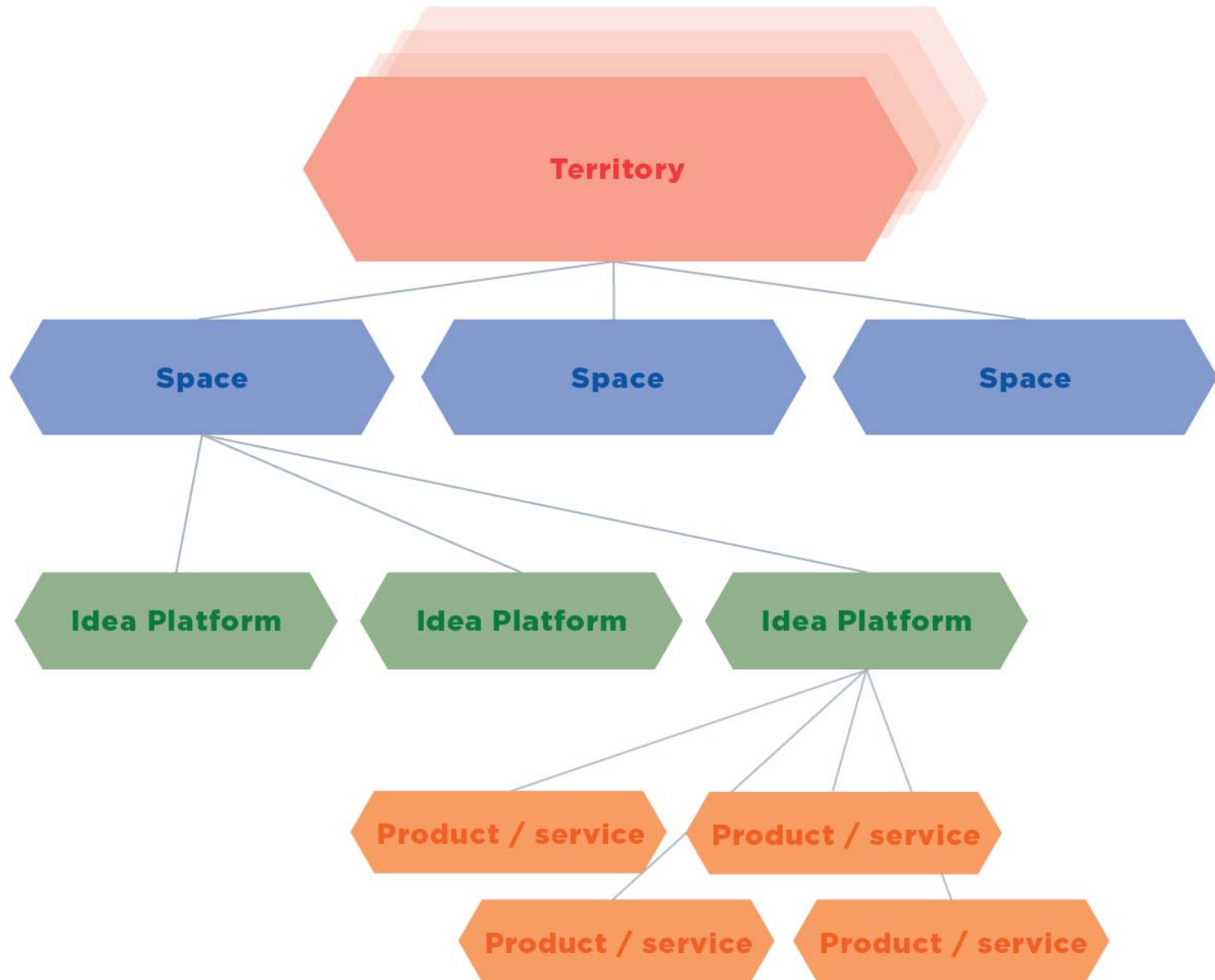
Mid-day ————— All Occasions

←———— Ecosystem —————→

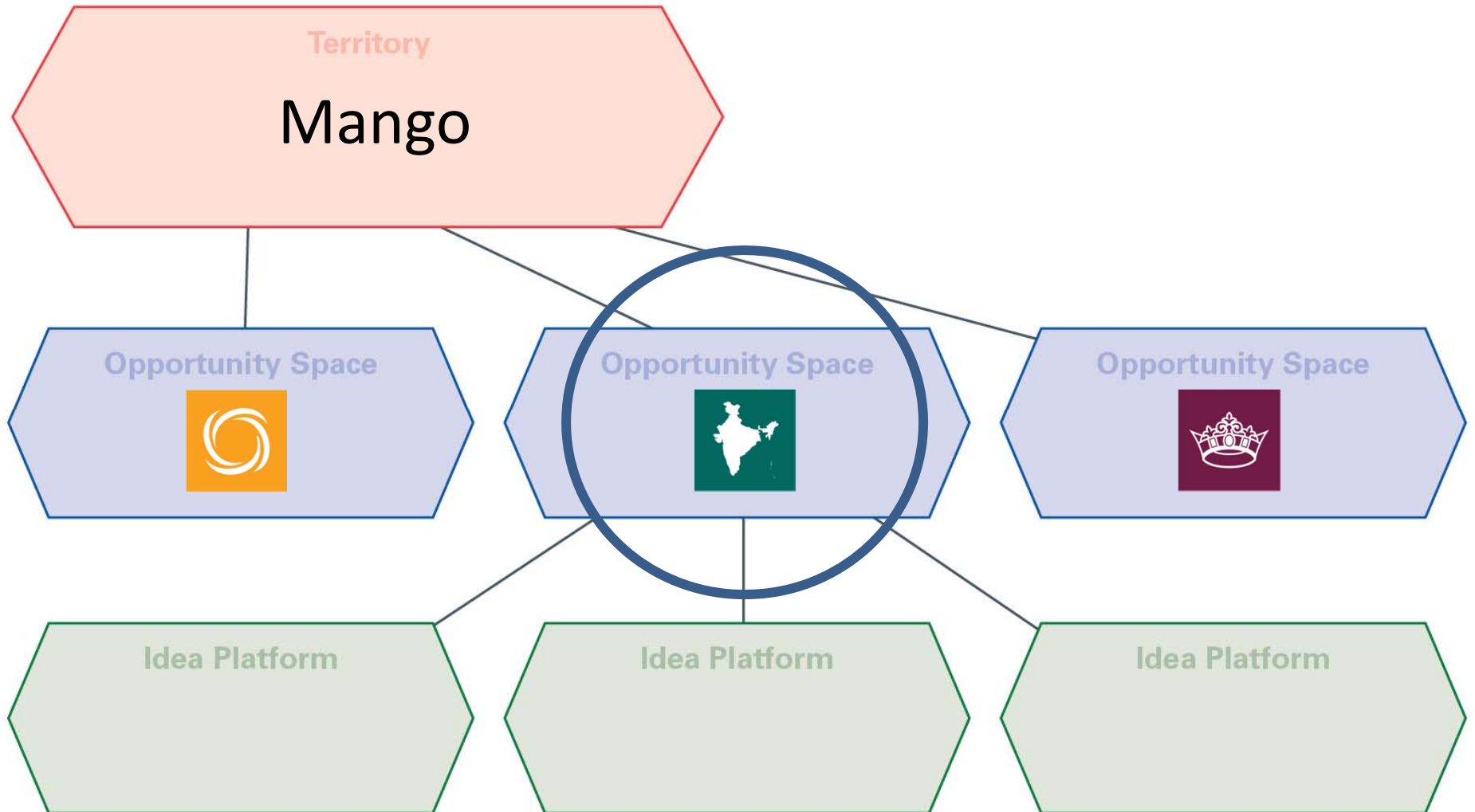




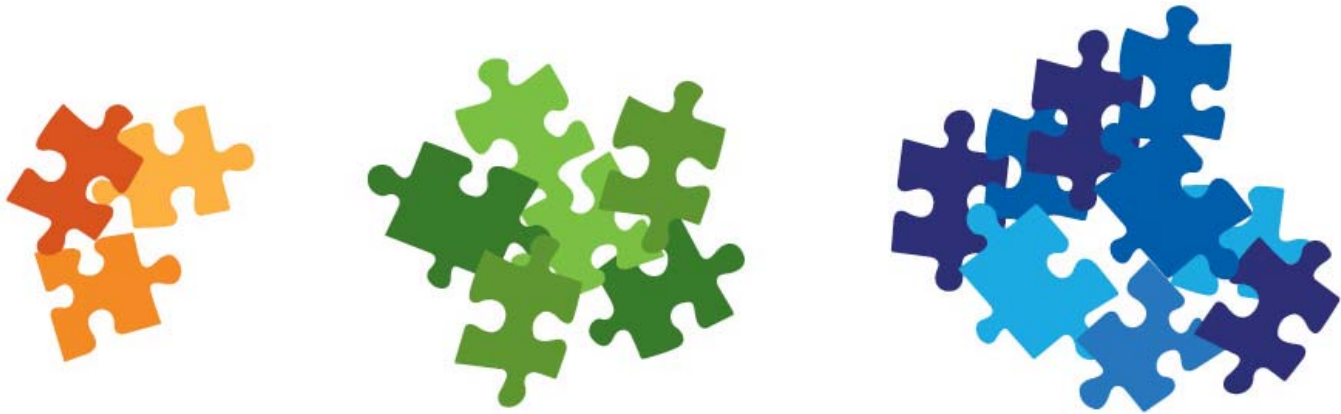
Opportunity Landscape



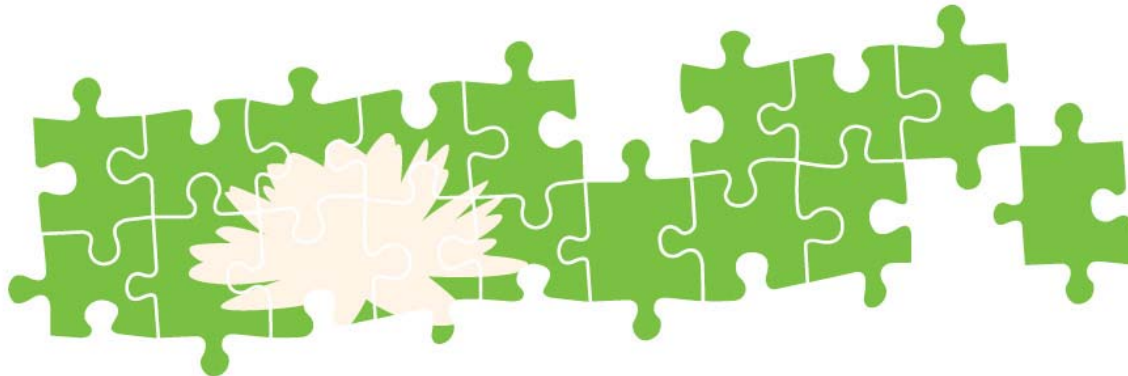
Pepsi Slice Cascade



Opportunity Landscape

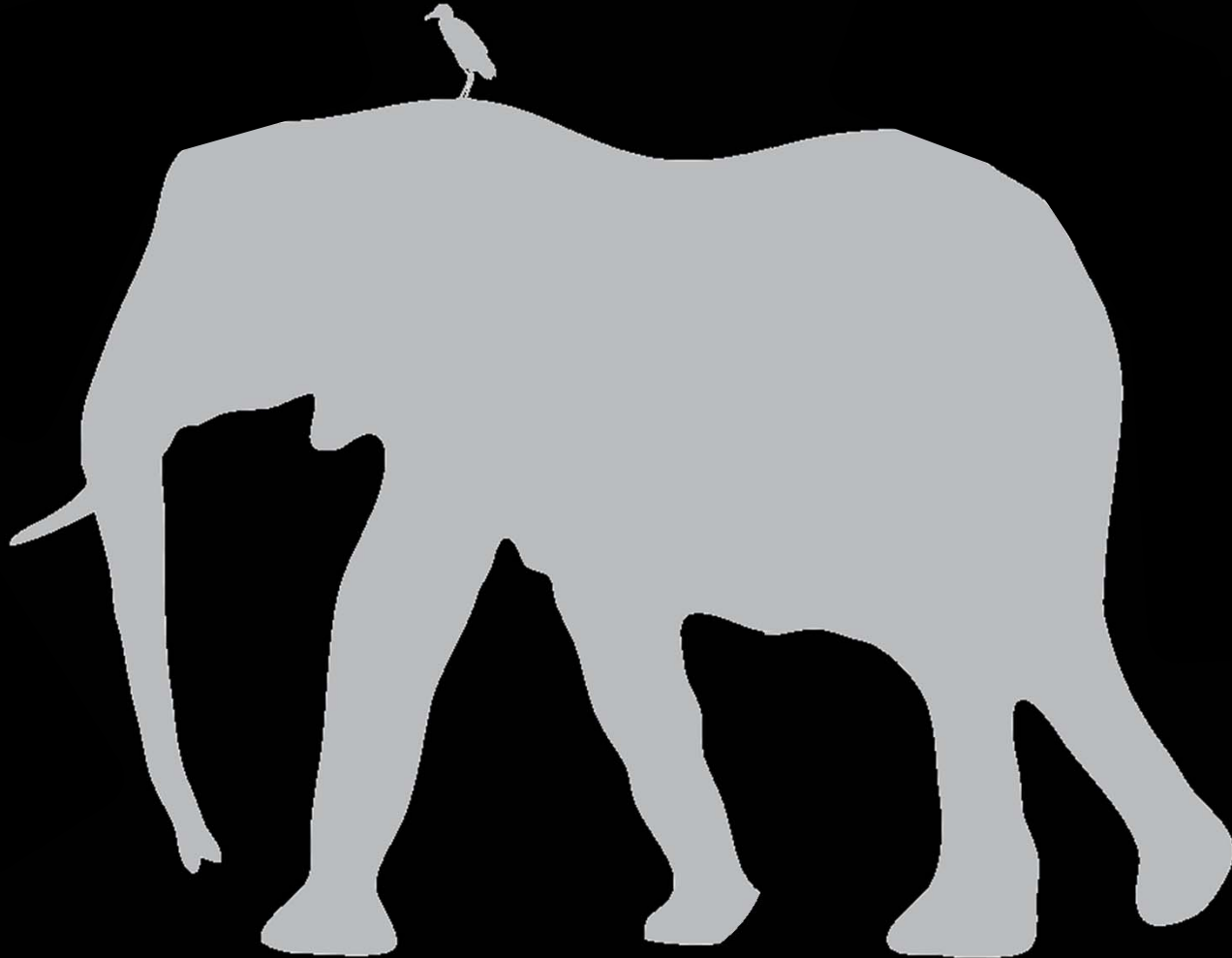


Opportunity Territory



Opportunity Spaces & Big Ideas

*Thinking Opportunity will
lead to bigger ideas!*





Dimensions

Homogeneous ————— Heterogeneous

Stable Supply ————— Volatile Supply

International ————— Indian

Traditional ————— Contemporary

Opportunity Thinking Calls for Insights in Context



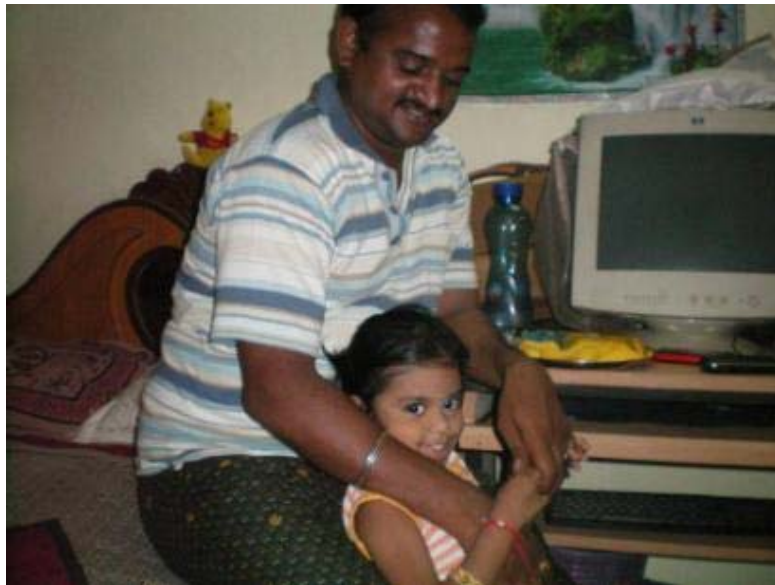
Insights



Explore Ideas in the Context of the Ecosystem



Talk to Consumers in the Context of Their Lives



Positioning in Context of Shelf



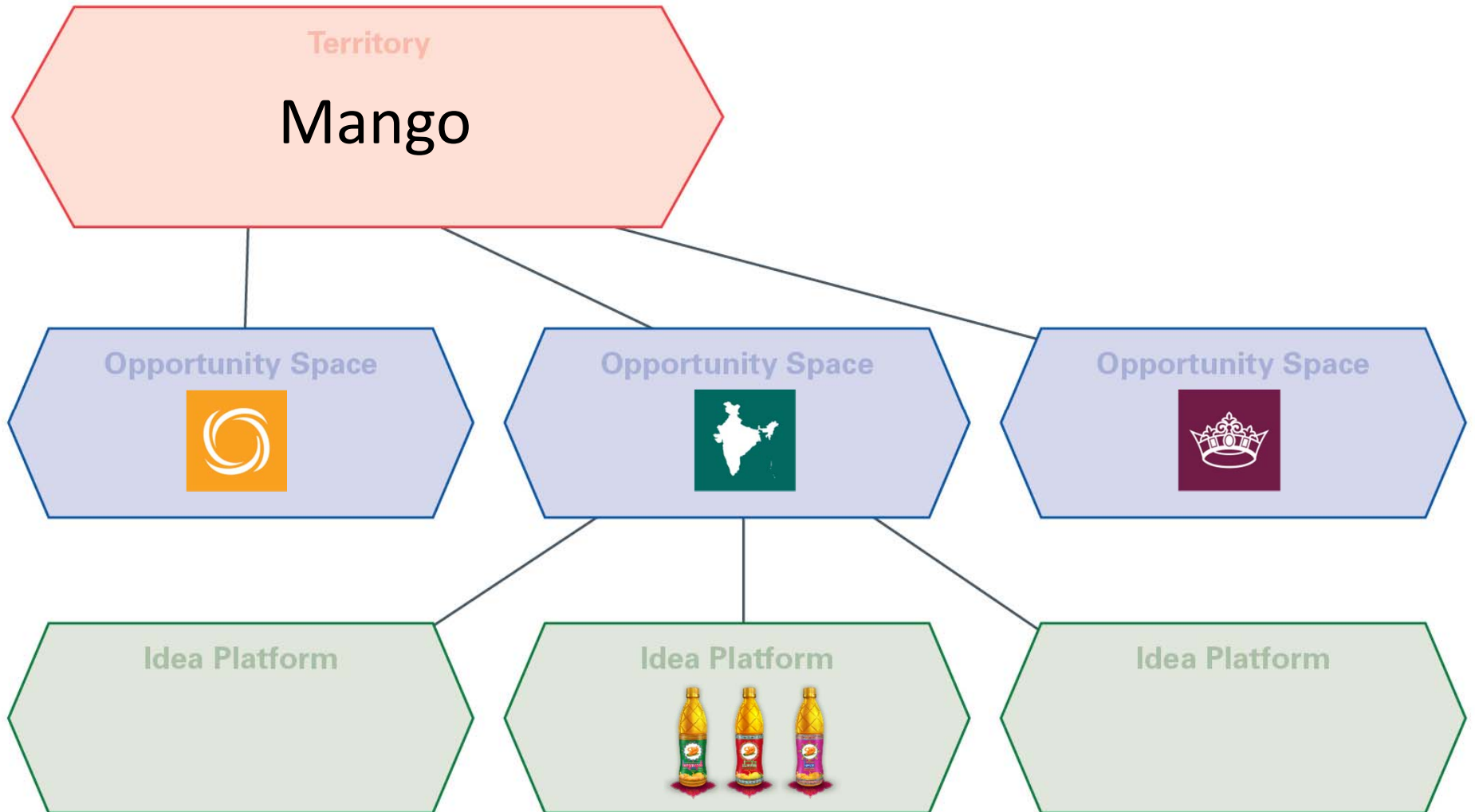
Product in Context of Packaging



Concepts



Pepsi Slice Cascade

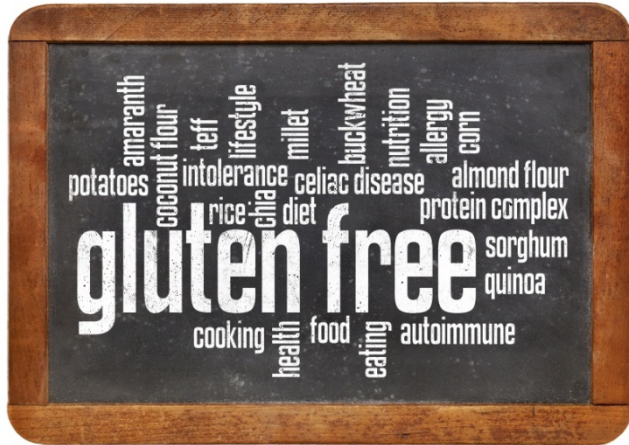


Sensory Science informed
both Opportunities + Ideas

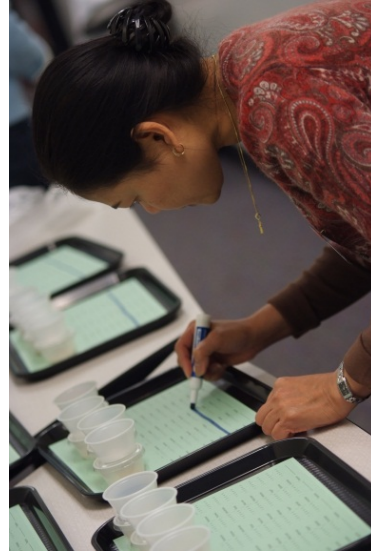


Sensory Science Can and Should
Tell the Story of Opportunity

T: Inspire with Trends



I: Gather Insights in Context



D: Visualize Your Findings with Dimensions

Food ————— Experience

Scent ————— Environment

Feel ————— Visual Cues
+ Feel

E: Engage the Ecosystem



Tell richer stories...
Opportunity Stories!

LOGOS

ETHOS

PATHOS

*How Can You
Grow?*





*Avoid the
Pitfalls*



Be Opportunity Thinkers!



Look for a Big Pond!

*Understand that Opportunity
Requires
Need + Value + Conditions*





*Opportunity Requires a
Village and a Vanguard –
Engage the Ecosystem!*



Frame Insights in Opportunity!

Trends

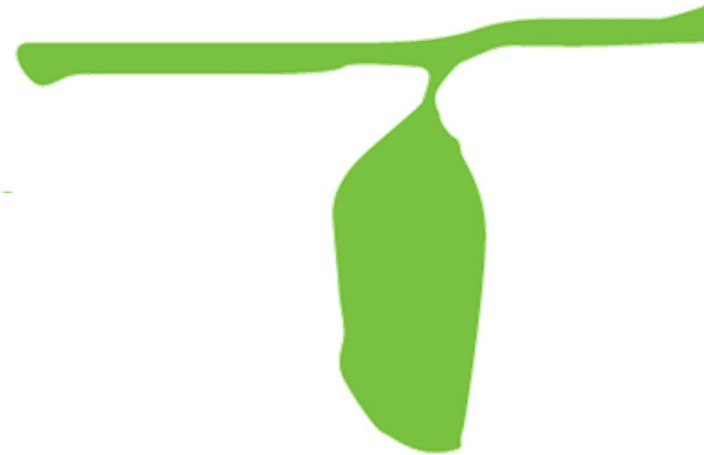
Insights

Dimensions

Ecosystem



*Share Your View of
Opportunity!*



*Opportunity
Thinking is an
Opportunity
Itself!*





We Can All Be Opportunity Thinkers!



You Can Be an Opportunity Thinker!

Read



+ Blog /
Videos

www.pamhenderson.com

Discuss



@newedgeteam




Pam Henderson
NewEdge

Grow



opportunity
EDU by NewEdge

www.new-edge.com

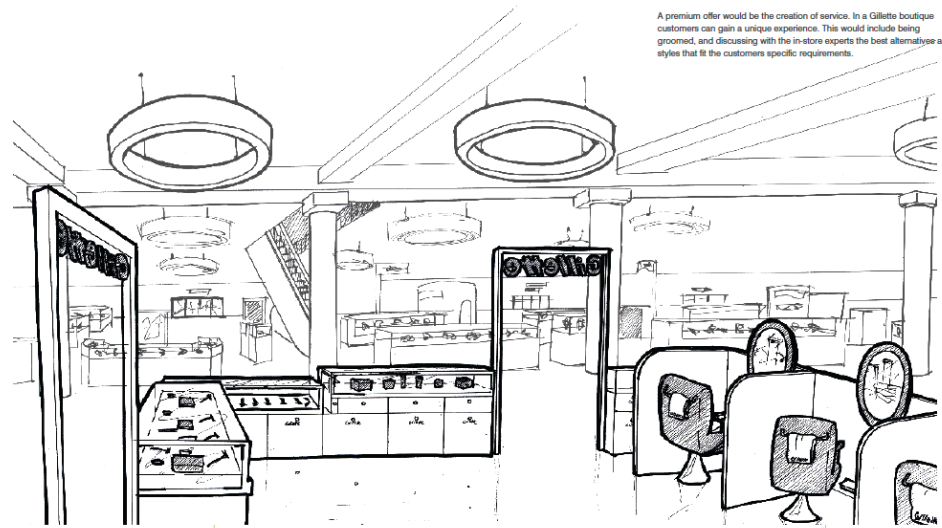




An OPPORTUNITY
can lead to
IDEAS

P&G





A premium offer would be the creation of service. In a Gillette boutique customers can gain a unique experience. This would include being groomed, and discussing with the in-store experts the best alternative and styles that fit the customers specific requirements.

Product range display

On site barber's chairs encourage shaves, haircuts, skin checks and product demonstrations.

Barber's Chairs



Gillette®



**FUSION
PROGLIDE
STYLER**

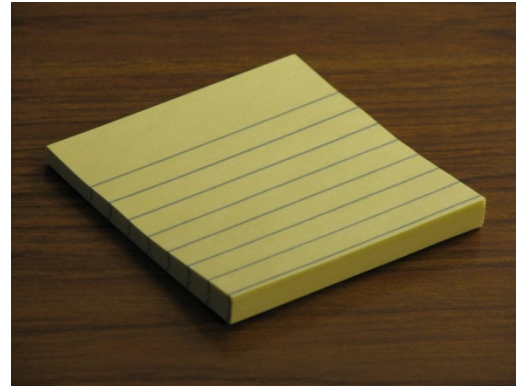
TRIM, SHAVE,
EDGE WITH ONE
PRECISION TOOL



The image features three stylized koi fish swimming in a circular path. The fish are rendered in a light gray color with darker gray spots. They are positioned at the top, bottom, and left sides of the frame, creating a circular arrangement. The text is centered on the right side of the image.

But an IDEA can
also reveal an
OPPORTUNITY

3M



1968

1973

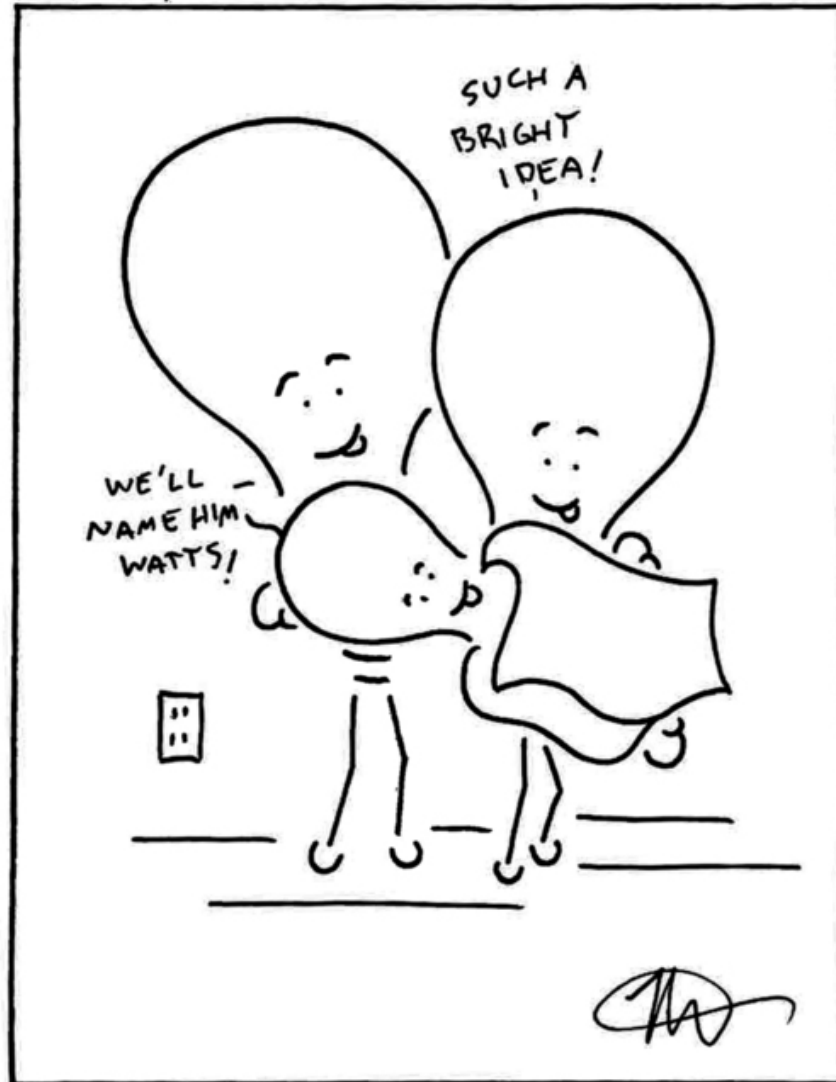
1980



14,000 Post-it notes



WATTS, THE BIG IDEA!

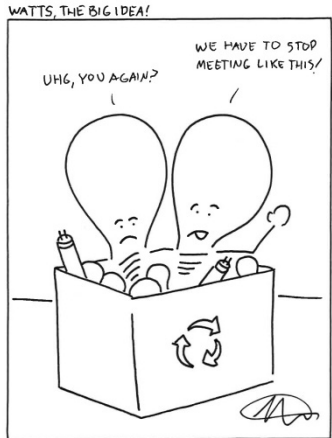


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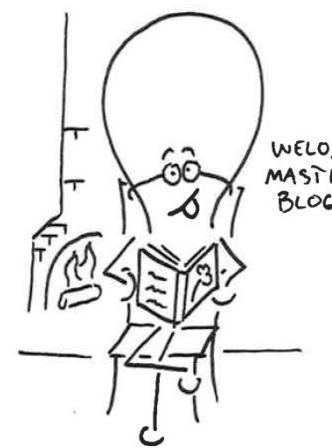
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WILL WATTS BECOME THE NEXT
BIG IDEA? THE ONE SUCCESS IN 3000?

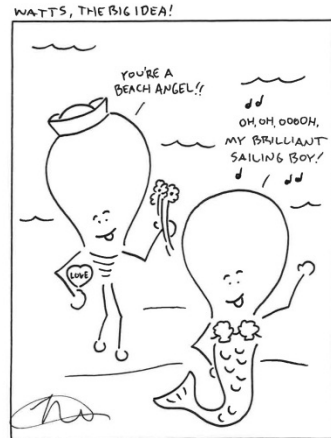
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ALWAYS FALLING IN LOVE WITH THE WRONG IDEAS...
DRAWN IN BY THE SIREN SONG OF BIG GROWTH!



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THE SAME IDEAS, THE SAME OLD SCENE... TREADING
FAMILIAR TERRITORY WON'T LEAD TO NEW DESTINATIONS.



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IT'S BEEN SAID THAT NO IDEA IS A BAD IDEA...
JUST DON'T GET RECORDED TALKING ABOUT IT!



ETHOS

PATHOS

LOGOS

