

We are the champions

keynote 012 2015			
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Phase 3 grading rubric

- from Phase I
 - Clear statement of innovation and its chasm: 10%
 - The history and environment of the innovation: 10%
- from Phase II
 - parallels - you can choose more or new ones as you desire as you develop phase 3, but they must be in your phase III document: 20%
- Phase III (totally new content):
 - 20% is the strategy: England, Channel, Normandy France, Europe, World. These analogies are not perfect but a logical well defined strategy is key.
 - 20% is the backup: examples (from your parallels or other sources) that support your strategy
- Communications 20%:
clarity, brevity, organization, graphics, use of language (for example be careful with jargon and acronyms)

PHASE 3 Tips

- Stand-alone
- 20% each ph1 and ph2
- Don't teach (history), inform (why I care)
- Graphic design first, write later
- Don't JUST tell me your strategy:
 - what aren't you doing
 - who else did this and it worked
 - or did something else you are avoiding
 - in sum: why this will work

Phase 3 content

phase 1 and 2

- What is the Chasm, then why, then who a good thing nobody is doing because people are lazy, stupid, self-interested? but (your target population) would really benefit from it
- What defines crossing: 100,000,000 bicycles?
- What your parallels did or didn't do that helped them cross or not
 - imagination + research: their stories
 - why did the Newton fail, ipad succeeded?

Phase 3 content

Strategy!

- Based on your parallels: what worked and what didn't: NOT PLUCKED FROM THIN AIR! (but you picked the parallels!)
- Where do you start: That hungry Beachhead *waiting eagerly to be asked by you to try it*
- Your operational base: your allies: England *japanese restaurants already make fresh wasabi*
- What is France? Europe? World and how does your strategy evolve to “go global”? (however you define global)