

New Product Blueprinting

8 Tips for Driving Success from the Top



1. Include Blueprinting projects in individual performance plans
... a great offset to the tyranny of the urgent
2. Require a business case for development-stage spending
... for major projects above a certain \$ or resource level
3. Appoint an internal coordinator to monitor & report teams' progress
...to get started, AIM maintains tracking reports for your use
4. Publicize teams' success stories... make heroes!
....consider creating internal case studies
5. Develop internal Blueprinting coaches
...Consider certifying Blue Belts and Black Belts to provide coaching & training
6. Look for opportunities to send the right signals
...attend or kick off training, review at staff meetings, etc.
7. Shelter teams from distractions... especially during training phase
...consider the impact of new priorities, job changes & travel restrictions
8. Consider executive training to “learn the language”
...AIM's executive workshop also builds executive probing & interviewing skills