This is a guide to help Innovation Engineering Black Belts conduct a 2-hour Innovation Engineering Stimulus Mining Session. This session is ideal to conduct in preparation for a Create Session, Strategy Session, and/or Problem Solving Session. You can use the input from the team to build spark decks for the Create Session.

NOTE: An alternative to this session is to plan Stimulus Immersions so your team can have first-hand experiences that are relevant to your mission. Immersions can include spending time with customers, competitors, front line workers, futurists, industry thought leaders or academic experts.

**Planning**

- Schedule this session at least one week in advance of your Create Session, Strategy or Problem Solving Session
- Prepare attendee list (names/emails).
- Add any new members to the company Labs Portal if applicable (Administrator, see Adding Users Click by Click document under the Tools Tab, Systems Section on IE Labs.com)
- Add a new Create Session in the Sessions tab.
  - Enter the Objective and Session Logistics like Date, Time and Location.
  - **NOTE:** Enter the date and time of your Create Session not your Mining Session. The ability for folks to post their mining will close on that date.
  - Add each team member via email address
  - If you are doing the Session as a part of a Green Belt wave, NO NEED to send an invite into the Sessions Tab
  - If this session is part of a Green Belt Wave, Copy the web address / link to your Session and paste it into the Blue Welcome Note section of your Green Belt page so that the team has quick access to it.
- Also, send an email from your own email address to all participants to provide session details, remind them to watch the Stimulus Mining video (about 15 minutes), and ask them to bring laptop for mining during the session.

**Sample Invitation Email**

Hi Everyone,

I look forward to seeing you at the Innovation Engineering Stimulus Mining Session which will help us prepare for our upcoming Innovation Session!

As a prerequisite for attending the Stimulus Mining Session, we ask that you watch a 15 minute video (no quiz) located on the Session home page. By watching the video in advance, we can dive straight into hands-on application during class.

**Workshop Location:**
**Date:** July 16, 2014
**Time:** 10am-12pm
(For those of you who will be remote, we will arrange for you to participate via phone.)

We will be using the Internet throughout the session, so please plan to bring along your laptop. Please arrive a few minutes early to be sure you are logged into Labs (see link below) and are ready to go when the session starts.

We will be conducting and posting mining for our company’s VIO/VIS Objective which you can read at - [Link to your Session Page or Request for Advice](#). Feel free to go ahead and post some stimulus in advance if you feel so inclined!

See you on the Workshop!

Black Belt Coach
STIMULUS MINING SESSION

**Supplies**

- Sign in sheet
- Name tags
- Table numbers
- Pens
- Fine tipped markers: 1 for name tags
- Wide tipped markers: 2 or more dark colors for white board/flip chart
- Printed items from the Instructor Materials section of your Workshop
  - Stimulus Mining Fundamentals Handouts: 1 per person + 20%
  - Stimulus Mining Special Focus Handouts: 1 per person + 20%

**Room Setup**

- Round tables or U shaped. If tables, 4 to 6 people per table preferred. On tables to start session:
  - Table numbers
  - Pens
  - Stimulus Mining Handouts
- Table off to the side up front with electrical outlet for presenter, supplies, etc.
- White board or flip chart up front with markers
- Projector
- Speakers
- Internet access
- On Computer:
  - Timer: timer.onlineclock.net or other
  - Music: Pandora.com (only if no commercials!) or other
  - InnovationEngineeringLabs.com
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:55am</td>
<td>Write directions for logging into Labs on a flip chart or white board: InnovationEngineeringLabs.com - Innovations Tab - Sessions Sub Tab, Open SESSION TITLE and follow the link from within it. Also, write the purpose for your Innovation Session (addressing a Blue Card or Problem Solving a specific challenge) on the flip chart plus up to three Areas of Exploration.</td>
</tr>
<tr>
<td>10:00am</td>
<td>Participants sign in and apply name badges and log into Labs. Review the objective - as detailed on the Session homepage. Confirm that they watched the video, briefly explain why we do Stimulus Mining before a Create Session, and go over the plan for the mining session. Note that all mining will be done individually, but if they need some information from someone (inside or outside the session), they can certainly ask/call/etc.</td>
</tr>
<tr>
<td>10:10am</td>
<td><strong>Specific Focus Mining Checklist</strong> (DO NOT USE ALL SHEETS - Choose which one fits best with your Objective - either New Products, New Customers/Markets, Sales/Marketing, Lean Innovation, or Sustainability) Hand out and start with this sheet if applicable.</td>
</tr>
<tr>
<td></td>
<td>Ask participants to pick up the “Specific Focus” Mining Checklist. Take a few minutes to read through it and jot down some thoughts that can help guide their mining during the rest of this session.</td>
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<td></td>
<td>3 min Set timer for 3 minutes and play music till timer goes off. Remind them to go back and reference their notes as needed throughout this session. They are relevant to all of the different types of mining - Market, Future, Patent, Wisdom, and Insight.</td>
</tr>
<tr>
<td>10:15am</td>
<td><strong>1. MARKET Mining</strong></td>
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<tr>
<td></td>
<td>Briefly go over the Stimulus Mining Fundamentals handout, and ask each table to do mining and post in Labs. Bring up IE Labs.com on the projector and demonstrate posting Stimulus to the Session / Request. Teach your team how to post with the following format. <em>(this helps YOU make Spark Decks later)</em></td>
</tr>
<tr>
<td></td>
<td><strong>When Posting Stimulus to IE Labs, include the following information:</strong></td>
</tr>
<tr>
<td></td>
<td>1. <strong>Disruptive Finding:</strong> Summarize or paste the most compelling or thought-provoking fact or finding from the article / study / interview / website.</td>
</tr>
<tr>
<td></td>
<td>2. <strong>Divergent Idea Starter:</strong> Connect the information back to our objective with an idea starter, Po, or “What if…” prompt.</td>
</tr>
<tr>
<td></td>
<td>3. <strong>Enter the link or upload a copy of the full article / study / interview / website</strong></td>
</tr>
<tr>
<td></td>
<td>15 min Set timer for 15 minutes and play music till timer goes off. While they are mining, you should mine and post too. Review what they post, and identify a couple of posts that are particularly interesting. Point out the mining posts they made that are interesting, and let them a chime in too if they want to. Encourage them to do more Market Mining on their own in the other focus areas after the workshop. Remind them of the deadline for posting (to allow time for you to build spark decks).</td>
</tr>
<tr>
<td>10:35am</td>
<td><strong>2. FUTURE Mining</strong></td>
</tr>
<tr>
<td></td>
<td>Briefly go over the handout to point out Future Mining tips. Refer back to the flip chart with the Create Session Objective written on it.</td>
</tr>
<tr>
<td></td>
<td>15 min Set timer for 15 minutes and play music till timer goes off. While they are mining, you should mine and post too. Review what they post, and identify a couple of posts that are particularly interesting.</td>
</tr>
</tbody>
</table>
Point out the mining posts they made that are interesting, and let them a chime in too if they want to.

Encourage them to do more Future Mining on their own in the other focus areas after the workshop.

10:55am  **3. Patent Mining**

Briefly go over the handout, and refer the team back to the Session Objective.

15 min  Set timer for 15 minutes and play music till timer goes off. While they are mining, you should mine and post too. Review what they post, and identify a couple of posts that are particularly interesting.

Point out the mining posts they made that are interesting, and let them a chime in too if they want to.

Encourage them to do more Patent Mining on their own in the other focus areas after the workshop.

11:15am  **4. WISDOM Mining**

Demonstrate where to find Wisdom Mining tools in Labs (Tools - Academic Research). Briefly go over the handout, and refer the team back to the Session Objective.

15 min  Set timer for 15 minutes and play music till timer goes off. While they are mining, you should mine and post too. Review what they post, and identify a couple of posts that are particularly interesting.

Point out the mining posts they made that are interesting, and let them a chime in too if they want to.

Encourage them to do more Wisdom Mining on their own in the other focus areas after the workshop.

11:35am  **5. INSIGHT Mining**

Briefly go over the handout.

10 min  Set timer for 10 minutes and play music till timer goes off. Note that Insight Mining has less time because this is an area they can easily do more mining on after the session. Review what they post, and identify a couple of posts that are particularly interesting.

Point out the mining posts they made that are interesting, and let them a chime in too if they want to.

Encourage them to do more Insight Mining on their own after the workshop. Also, encourage them to post and share any other information they may have back at their office.

11:50am  **6. Reflection: Stimulus Mining Learning**

Ask each table as a group to take a couple of minutes to talk about what they learned.

2 min  Set timer for 2 minutes and play music till timer goes off.

Ask each table to report out. Applause after the last table.

11:55am  **Wrap-Up**

Remind them of posting deadline in Labs. Remind them to do the Assessment as soon as they can. Encourage more mining and posting, as well as IMMERSIVE mining experiences, before the session where you will be putting it all to use.

Answer any questions.

12:00pm  **End**
Innovation Engineering Spark Deck Guide

This is a guide to help Innovation Engineering Black Belts build a Spark Deck to use during a Create Session, Strategy Session or Problem Solving Session. A Spark Deck is a presentation including highlights from the team’s data mining designed to instantly spark ideas for a specific objective.

Gather Stimulus

Stimulus for your Spark Deck will come from your own mining as well as the mining posted to IE Labs by the participants of your session.

Using the entire team’s research to build your Spark Deck will result in a more diverse and effective tool to generate ideas. Encourage your team to post Stimulus to IE Labs in the following format during the Stimulus Mining Session (and/or while independently mining) so that you can easily build Spark Deck Slides from their work.

When Posting Stimulus to IE Labs, include the following information:

1. **Disruptive Finding**: Summarize or paste the most compelling or thought-provoking fact or finding from the article / study / interview / website.
2. **Divergent Idea Starter**: Connect the information back to our objective with an idea starter, Po, or “What if…” prompt.
3. **Enter the link or upload a copy of the full article / study / interview / website**

Read through the posts from your team and sort the stimulus. It is most common to sort the Stimulus by Exploration Area first, and then by Mining category.

Black Belt Tip

For example, if you were making a Spark Deck for the Exploration Area listed below, you can sort the stimulus related to it into Insight, Market, Patent, Wisdom and Future...

| Strategic Mission: Need ideas for... The Next Generation Water Bottle |
| Exploration Area: We could focus on new materials that provide a WOW benefit |
| • **Insight Mining** = Voice of the Customer. Likes, Dislikes and Wishes when it comes to water bottles - especially related to the weight, feel, look, and desired benefits |
| • **Market Mining** = Borrow Brilliance. Examples of water bottles made from different, unique materials. Examples of non-water bottles made from different, unique materials |
| • **Patent Mining** = Invention Blueprints for new plastics or alloys that achieve new benefits. Technology that is ready to license from university tech transfer offices. |
| • **Wisdom Mining** = Data and stats from recent Academic Articles related to performance of materials. |
| • **Future Mining** = Current Trends and Mega Shifts. Current trend for consumer behavior in general. What if scenario that paints a vision of the future where Plastic is banned because its not biodegradable. |
Sort Stimulus

First decide how many Spark Decks you will be using during your upcoming Create Session or Accelerator. Write a focused objective for each Spark Deck, which typically corresponds to the Exploration Areas on the Blue Card. For example one Spark Deck might be dedicated to generating ideas for, “WOW materials for water bottles,” and another could be, “shapes and sizes that inspire new occasions for water bottles.”

Now you can sort the team’s mining into the relevant decks. Methods for sorting are based on personal preference and include...

- Print all websites, studies, articles and sort into piles
- Use Evernote or another bookmarking tool to keep track of links
- Copy/Paste links as place holders into a first draft Power Point / Keynote presentation
- Make a “Comment” on each post within IE Labs indicating which Focus Area and type of Mining you think it fits within. That way you can easily refer back to Labs when building your slides. (Note - the person who posted will be notified of your comment, so it could be phrased in the form of a question, “Doug, great Insight Mining, I think this best fits with Focus Area #1”)

Finally, supplement the Spark Deck with your own mining based on gaps in your team’s mining. Most of the time, a new team will need help when it comes to Unrelated Mining.

Build Slides

When there are multiple Black Belts working to prepare for a Create Session, divide the work by Exploration Area, each person building a complete Spark Deck.

On the first slide of your Spark Deck, always State the Objective - Need ideas for... [Strategic Mission], Specific Exploration Area

Spark Decks are generally 8-12 slides in length.

Guidelines for each slide in your Spark Deck

- **Disruptive Finding** - summary of the most compelling fact, insight, statistic or research result
- **1-3 Divergent Idea Starters** - open ended questions to set off a chain reaction of ideas
- **Source** - a specific reference to where the information came from

Pair with a Processing Tool

Pair your Spark Deck with a way for the teams to process the Stimulus into ideas during your session. (alternatively, print out the Spark Deck and make Mind Mapping paper available)

Common processing exercises include -

- Stimulus Processing (stock or customized)
- Mind Mapping (stock or customized)
- Checklist (customized)