Twitter Thread by Varun Mallapragada

Varun Mallapragada
@varunm30

“There is one thing stronger than all the armies of the world, and that is an idea whose time has come.”

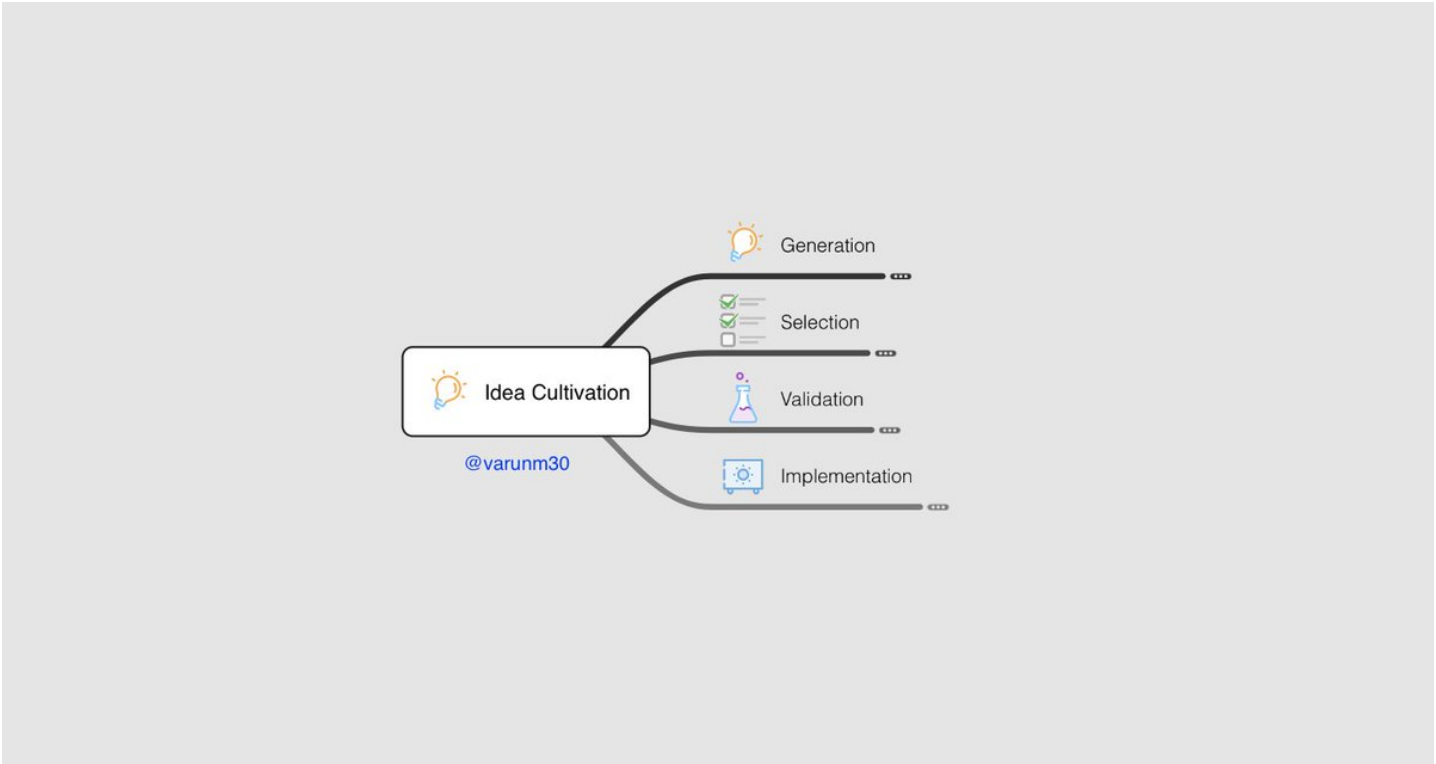
■ Framework for generating high-impact ideas:

Cultivating ideas is a process.

You have to build a system to cultivate impactful ideas consistently.

I will share a 4-part framework that you can use to cultivate ideas.

1. Idea generation
2. Idea selection
3. Idea validation
4. Idea implementation

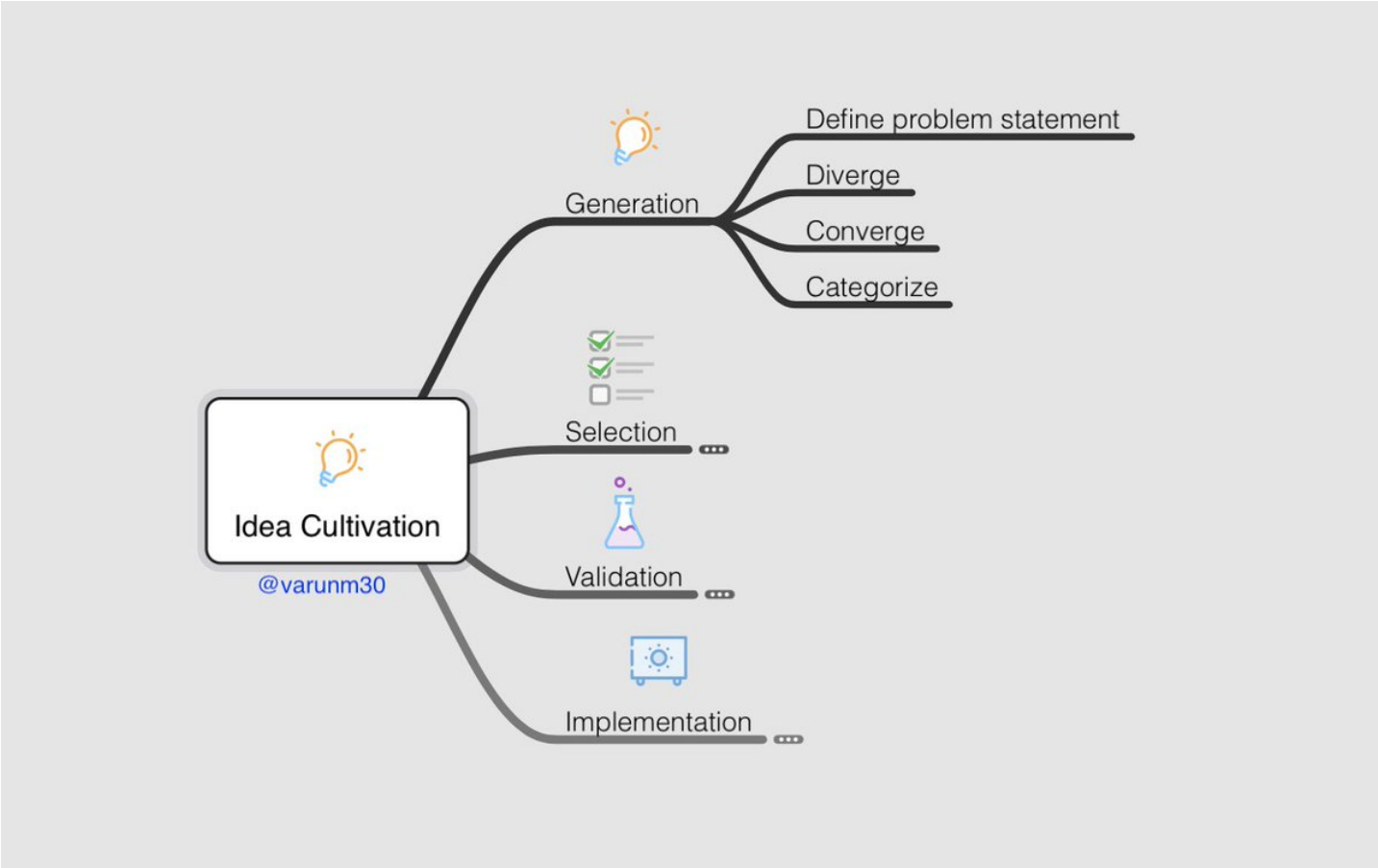


In this thread, I'll dive into "Idea Generation" & describe a simple framework that you can implement right away!

The following threads will cover the remaining 3 parts to cultivate ideas.

Lateral thinking is key - first, diverge & then converge.

Overview:



1/ PROBLEM - a question proposed for a solution, a matter stated for examination or proof.

Reframe problems into well-defined & clear "How might we.." statements.
This prioritises intention over tech/process.

But 1st, it is very important to be at the right problem level.

Example problem:
Our customers don't order pizza.

GO NARROW:
Ask "what's stopping you?" to get to the real problem.

What's stopping customers from ordering pizza?
- stale toppings?
- bad sauce?

Problem statement:
How might we ensure that the pizza toppings are fresh?

GO BROAD:
Use the 5 Whys framework to get to the real problem.

Why don't customers order pizza?
- Unhealthy?
- Expensive?

Problem statement:
How might we help customers pick our pizza?

@dklineii explains this framework well:
https://t.co/iMEHmCh4Kz

> Root Cause Analysis (aka The 5 Whys) is a common consulting tactic.
>
> But it can actually fuel personal development.
>
> I've run 100's of these sessions and learned one key truth:
>
> The 6th Why is the one that matters \U0001f9f5
>
> — Dave Kline (@dklineii) December 2, 2021

@dklineii Is narrow better or broad? Depends on your goal.

Validate the problem with at least 5-10 people who face it, understand the nuances.

Frame a proper "How Might We" statement.

Don't proceed until you have the problem statement figured out properly, spend enough time!

@dklineii 2/ DIVERGE - quality through quantity.

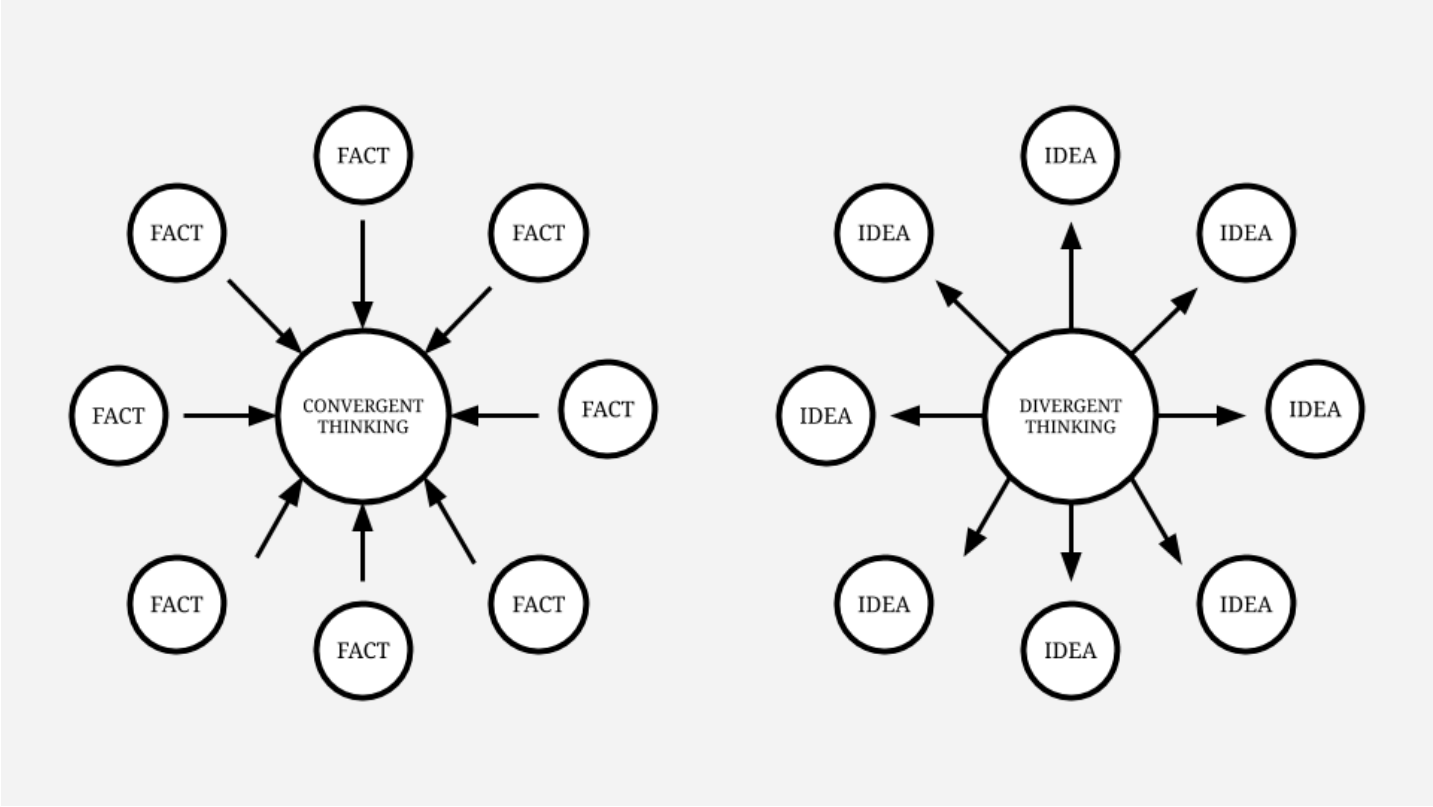
This phase is all about avoiding errors of omission.

Follow as many lines of thought as possible to generate a large list of solutions to the problem.

Expand & go wider. Don't exclude anything.

All ideas are good ideas.

Defer judgment.



@dklineii To diverge & generate ideas, use:

1. Mindmapping - Branch out with relations

2. SCAMPER model - Which elements can you Substitute, Combine, Adapt, Minify/Magnify, Put to another use, Eliminate, Reverse?

3. Business model canvas - What can you add/remove in each box of the BMC?

@dklineii You now have a huge list of ideas.

You've effectively improved the odds of having a great idea somewhere in that list.

The point is to ensure that you get high quality & impactful ideas by forcing a high quantity of ideas.

Hence, quality through quantity.

@dklineii 3/ CONVERGE - filter down

This phase is all about avoiding errors of commission.

Think of this stage as a funnel.

Apply judgement & find relations between ideas.

Analyse your list of ideas & bucket similar ideas into categories.

@dklineii Go through each category & score every idea against:
- meeting user needs
- effort to develop
- impact on the customer

Involve decision makers & discuss the top 10-20 ideas.
Feedback is key.

Pick ideas, maintain a list & review it every 3-4 months.

@dklineii KEY POINTS for making this process effective:

1. Diversity in the team is extremely useful.

Assemble people with different:
- perspectives
- problem-solving styles
- mindsets (introverted & extroverted)
- proximity to the problem
- expertise (cross-functional & subject matter)

@dklineii 2. While diverging, stop saying things like:
- we already tried that
- our competitors failed at it
- it's ahead of its time
- seems complicated, etc

3. Define the thought process - accommodate people who ideate within constraints & without.

@dklineii 4. Use an outside facilitator to eliminate bias & enable thinking.

5. Communicate upwards about the idea generation system.

Present your ideas properly to get buy-ins:
- Explain the problem
- Explain the process
- Introduce selected ideas/solutions

Tip: Lobby votes beforehand.

@dklineii Perspective is important to come up with high-impact ideas.

Check out the following threads:

1. Using the Socratic Method to reclaim your curiosity, stimulate critical thinking, and establish first principles by @SahilBloom:

https://t.co/6kr6J5ktkf

> Humans are born with astonishing curiosity.
>
> But somewhere along the way, we are told to stop asking questions.
>
> THREAD: Using the Socratic Method to reclaim your curiosity, stimulate critical thinking, and establish first principles:
>
> — Sahil Bloom (@SahilBloom) August 1, 2021

@dklineii @SahilBloom 2. 6 things kids know by heart that adults forgot by @anafabrega11:

https://t.co/TPyroeQyRe

> 6 things kids know by heart that adults forgot \U0001f938\U0001f3fd\U0001f447\U0001f3fd
>
> — Ana Lorena Fabrega (@anafabrega11) December 30, 2021

@dklineii @SahilBloom @anafabrega11 3. Why do smart product people & teams often build products with mediocre or no impact? by @shreyas:

https://t.co/jBGzD4V7AI

> Why do smart product people & teams often build products with mediocre or no impact?
>
> A cautionary thread of biases and fallacies we encounter when building products\U0001f447\U0001f3fe
>
> 1/10 pic.twitter.com/G32kWjE2EZ
>
> — Shreyas Doshi (@shreyas) July 12, 2020

@dklineii @SahilBloom @anafabrega11 @shreyas Tools I've used & can recommend for this process:

@NotionHQ - Build pages to accommodate your specific requirements.

@MiroHQ - Great templates to enable creative & critical thinking.

@aha_io Ideas - Advanced, expensive & extremely powerful for large teams.

This thread on idea generation is the 1st stage of a 4-part framework to cultivate ideas.

Follow me for more threads on concepts that will help you become a better entrepreneur.

If you found this useful, RT the 1st tweet to share it with others.

https://t.co/rYNfQiPyS6

\u201cThere is one thing stronger than all the armies of the world, and that is an idea whose time has come.\u201d

\U0001f9f5 Framework for generating high-impact ideas:

— Varun Mallapragada (@varunm30) January 11, 2022

Summary:

1. Define the problem statement clearly & at the right level.

2. Diverge to generate a large list of ideas.

3. Converge to select specific ideas.

4. Maintain the list & review it every 3-4 months.

5. Communicate your ideas properly.