IP BEST PRACTICES

Get the Customer in

A best practice shared by InspiringPeople.

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Get the Customer in

Bringing a real customer into the room, even briefly, ends cross-silo turf wars faster than any policy can.

Key steps

Involving customers in innovation sessions helps teams work on the right things in the right way. Invite a couple of customers to join sessions for a small fee — a dinner check per session is enough.

Notice the shift: with a customer in the room, people drop the silo politics, prepare better, arrive on time, and change their vocabulary to focus on making the customer happy.

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