Get inspired.

ANALOGOUS RESEARCH

Feeling stuck? Maybe it’s time to shift your point of view, literally, with an inspiration field trip. Be on the lookout for new experiences to have and new places to visit. Innovative ideas can result from bringing seemingly disparate elements together in unexpected ways.

PICK AN INSPIRATIONAL PLACE
Start by deciding where you’d like to visit. Ask your colleagues for the most interesting place they have visited or heard about recently. Keep an ear out for new places that feature unique merchandise and interesting service experiences. Think local, think global, even think virtual. A museum, park, different country, competitors or the website everyone’s talking about.

CAPTURE WHAT YOU SEE
Uncover why this place is compelling to people. 
» What is going here? 
» Who is this experience for? 
Who is it not for? 
» What needs are being served? 
» What from this experience could we apply at Marriott? 
If you are able, capture some images or video that help you tell the story. Come back and share with your team the one or two things you found most inspiring.

KEEP A LIST OF PLACES AND EXPERIENCES
As the list of places you have visited grows, keep a running list of your favorite destinations, and why they stand out, to share with your colleagues. A steady stream of inspiration is a sure way to keep your innovation mindset primed.

EXAMPLE
Using some of the innovation platforms we recently identified as a starting point, where might we look for analogous inspiration?

Try listing all the distinct activities (verbs) you can think of around that topic. What other situations involve similar activities?

RELATION TO OUR BUSINESS
CLOSE-IN

AREAS TO EXPLORE
LEISURE LOCAL TRAVEL COMMUNITY TRANSITIONS

CLOSE-IN

SPA HOTELS SMALL BED & BREAKFAST TRAVELING SALES TEAM NEW EMPLOYEE

FOOD CRITIC FARMERS MARKET CIRCUS COURIERS

HOTEL CRITIC STATE FAIR TRUCKERS & PILOTS

SOCIAL CLUB POST OFFICE NOMADIC TRIBES BARTENDERS

COUNTRY CLUB CITY COUNCIL MEETING ASTRONAUTS

NEW SPOUSE OR CHILDREN

NEW HOME

RECENTLY RELEASED FROM PRISON

WILD IDEA

updated 03/28
KEEP GOING!
Keep an ongoing list of your favorite destinations for future reference.