

# ILENIA VIDILI

THE CUSTOMER'S INNOVERSE



## 10 Questions to enter The Customer's Innoverse

**1. What does “shedding old skin” look like in your department, and what would be the first layer you’d remove?**

→ List one outdated process, policy, or mindset you can challenge this quarter.

**2. How could you rethink your role so you act more like a start-up founder than a custodian of the current system?**

→ Identify one decision you could take faster without waiting for full consensus.

**3. What conversations with customers could uncover needs you’re not addressing yet?**

→ Schedule at least one direct customer conversation in the next two weeks.

**4. In what ways could your team co-create solutions with customers rather than for them?**

→ Plan a customer workshop or feedback session within the next month.

**5. Which types of people or perspectives are missing from your team, and how would bringing them in change your outcomes?**

→ Write down one unconventional profile you’d bring into the next project.

**6. Where is technology in your organisation adding friction instead of removing it, and how might you flip that?**

→ Ask your team to share one daily tech frustration—and brainstorm a fix together.

**7. How could you design experiences that respond to customers in real time, without them having to ask?**

→ Map one customer touchpoint where anticipation could replace reaction.

**8. What would it take to shift from selling products or services to creating an ongoing relationship of mutual growth with your customers?**

→ Draft a simple plan for one initiative that creates value beyond the sale.

**9. If your success was measured purely by the value you created in your customer's life, what would you start doing differently tomorrow?**

→ Define one action you'd stop and one you'd start based on that measure.

**10. How might you reimagine your business if the only constraint was making your customer's life smarter, safer, and easier?**

→ Sketch your "no-limits" version of one current process or service.

Notes