

## RESOURCES

HINT: The better you are at finding and utilizing *resources*, the easier it will be to solve problems and move toward *ideality*.

**Caution:** The language you use to describe *resources* often hides them. As a rule, avoid using broad, general, infrequently used or highly technical terms, and avoid acronyms when determining resource availability. All of these tend to hide information. For instance, the word "volume" in relation to a cylinder can hide resources. "Volume" tells us nothing about length or diameter.

Granted, "volume" is not a technical term, but even simple words can hide information.

All systems contain *resources*, a far greater number of them than you might think at first glance. Resources are the raw material of innovation. If the resources to fix the problem are present within the system, then you might solve the problem at no or very low cost.

*Resources* are classified as:

- **Human** (any human involvement, including intelligence)
- **Substance** (any usable substance or waste material available in the system or its environment)
- **Energy** (any extra energy, unused time, vacant space, information, etc. in the system or its immediate environment)
- **Flow** (any movement or change associated with Human, Substance, or Energy resources)

**Using resources to reach ideality:**

Different companies faced with the same challenge might both achieve nearly ideal solutions, but the solutions might be radically different from each other.

Why? The *resources* available to each innovator are related to his or her particular environment.

In Structured Innovation terms, *resources* are:

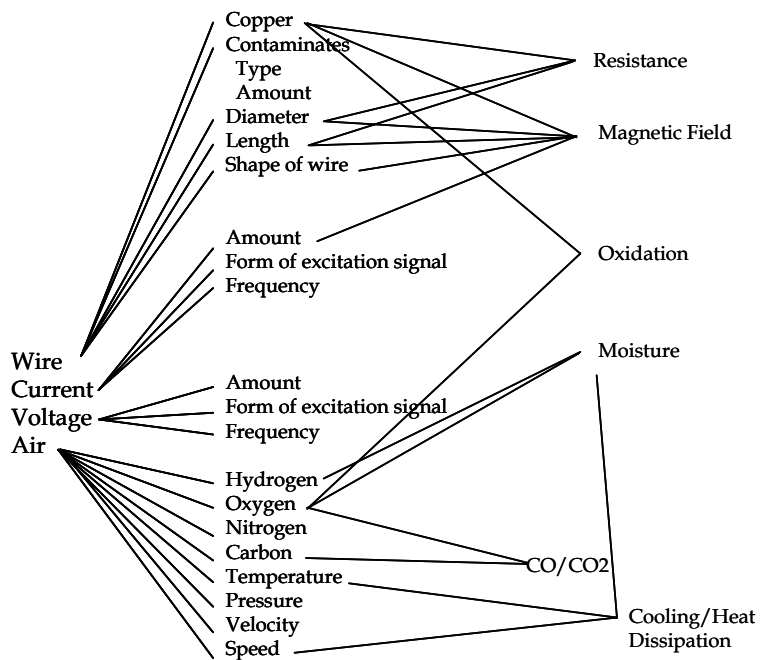
**Available:** Those *resources* that can be used in some way.

**Visible:** Those *resources* that are immediately obvious.

**Hidden:** *Resources* that constitute, support, or enable the existence of available resources. In other words, those that are not obvious.

**Derived:** *Resources* that have been transformed or made available through the application of *fields*.

Here is a graphic of some of the *resources* related to a piece of copper wire:



**How can an existing *resource* be unavailable?**

Take a ballpoint pen as an example. One of the *resources* in this system is the relationship between the ball and the conical structure in which it resides, but you cannot change the relationship without changing the way the ball point pen functions, i.e., the way it deposits ink onto paper. That existing resource is therefore unavailable because it is performing a basic function in a specific way.