

Visual Frameworks

Five visual tools referenced in The Creativity Paradox

A WORKING COMPANION TO THE BOOK

Use these visual frameworks to structure a conversation, make assumptions visible and record the next step. The underlying third-party methods retain their original attribution.

A4 LANDSCAPE

Print at actual size. Write by hand or annotate with your PDF reader.

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Use evidence. Record uncertainty. Revisit the decision.

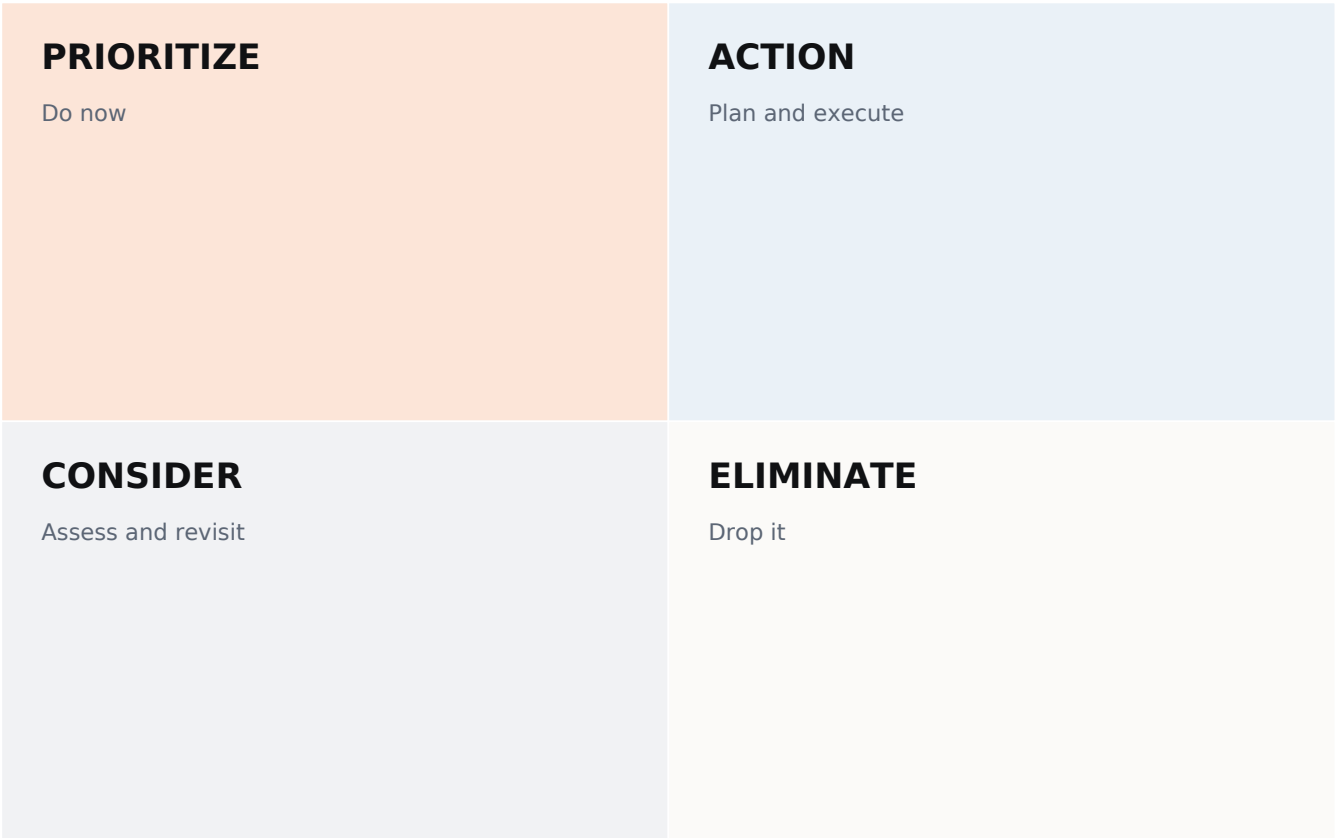
PACE-style prioritisation matrix

Position ideas by impact and effort, then discuss the action each idea deserves.

HIGH

IMPACT

LOW



LOW

HIGH

EFFORT

Plot your ideas

Place each idea by its relative position.
Use an ID so the matrix stays readable.

Next action

Which idea moves forward? What evidence
could change its position?

PACE-style variant reproduced from the supplied book illustration. Original framework authorship is not identified in that illustration.

Importance / Difficulty matrix

Visualise trade-offs before committing resources. Agree what importance and difficulty mean for this decision.

HIGH

QUICK WIN

High importance / low difficulty

ACTION MOONSHOT

High importance / high difficulty

IMPORTANCE

LOW VALUE

Low importance / low difficulty

TIME SINK

Low importance / high difficulty

LOW

LOW

HIGH

DIFFICULTY**Plot your ideas**

Place each idea by its relative position.
Use an ID so the matrix stays readable.

Next action

Which idea moves forward? What evidence
could change its position?

Generic importance / difficulty matrix. Diagram and worksheet layout for The Creativity Paradox.

Value Proposition Canvas

Make the fit explicit between what you offer and what matters to a specific customer.

VALUE MAP

Products and services

What do we offer?

Gain creators

How does the offer create desired gains?

Pain relievers

How does the offer reduce customer pains?

CUSTOMER PROFILE

Customer jobs

What progress is the customer seeking?

Gains

What outcomes and benefits are desired?

Pains

What obstacles, risks or frustrations matter?

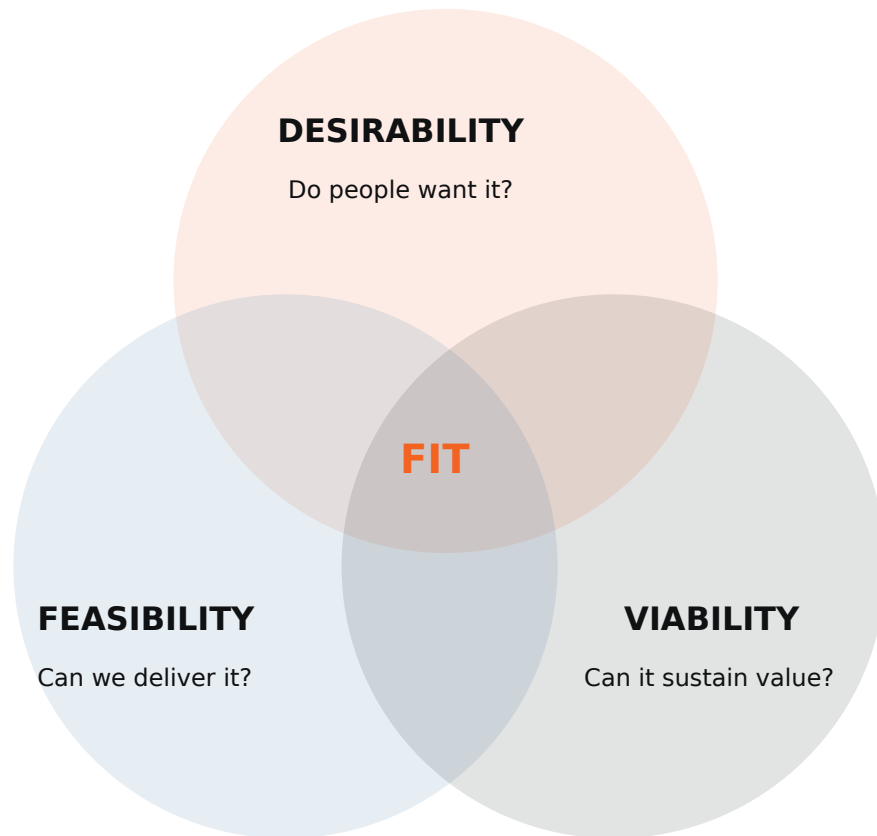
Fit to test

Which important job, pain or gain does the offer address? What evidence supports that fit?

Adapted from the Value Proposition Canvas. Copyright Strategyzer AG. Source: [Strategyzer.com](https://strategyzer.com) | strategyzer.com/legal/usage-of-our-tools

Three lenses of innovation

Look for an idea that people want, that can be delivered, and that can sustain a credible business or operating model.



INNOVATION SWEET SPOT

The overlap represents alignment across all three lenses.

Three lenses of design thinking: IDEO, designthinking.ideo.com/introduction. Diagram redrawn for The Creativity Paradox.

Desirability

Evidence of a meaningful user or customer need

Feasibility

Evidence of technical and operational capability

Viability

Evidence of economic or strategic sustainability

RICE-inspired prioritisation

A simplified 1-10 workshop variant of Reach × Impact × Confidence ÷ Effort. Use a consistent scale across all ideas.

This book variant scores every factor from 1 (low) to 10 (high). Higher effort reduces the score. Original RICE uses reach counts, impact factors, confidence percentages and effort estimates.

Priority	Idea	Reach	Impact	Confidence	Effort	Score
1	Idea X	7	8	9	5	100.8
2	Idea Y	8	6	9	6	72.0
3	Idea Z	5	9	5	7	32.1

Score = (Reach × Impact × Confidence) ÷ Effort. Rank highest first; keep unrounded scores when ranking.

Before scoring: define your audience and time horizon. After scoring: discuss dependencies, evidence and the reason for any override.

Inspired by RICE, Sean McBride / Intercom: intercom.com/blog/rice-simple-prioritization-for-product-managers/