

Background to NABC

For every initiative, SRI works closely with clients to articulate their important *needs*; define the most compelling and unique *approach* to address their needs; analyze the *benefits* per costs of that approach; and quantify why the chosen approach is better than the *competition* and alternatives. This “NABC” method—Needs, Approach, Benefits (per costs), and Competition—helps SRI quickly define, create, and communicate the highest customer value.

Need

The *other person's need or concern* that your design will address.

Approach

The *angle or strategy* you are bringing on how to address that person's need.

Benefits

The benefits to *the other person or groups with whom they are concerned* that will result from taking your strategy.

Competition

The *alternatives* to your strategy that may be well known, popular, have been tried and failed, etc.

Iteration is essential to the development of an NABC. One must go back and forth between a client's needs, our approach and the competition or alternatives to come up with compelling, easily understood client benefits. Answering these four interlocking questions takes dozens of iterations. Thus, iterate soon and iterate often. At each step in the refinement process, update your presentation, following the NABC philosophy that "if it isn't written down, it isn't real."

For more:

Five Disciplines of Innovation

<http://www.sri.com/engage/innovation-programs/five-disciplines-innovation>