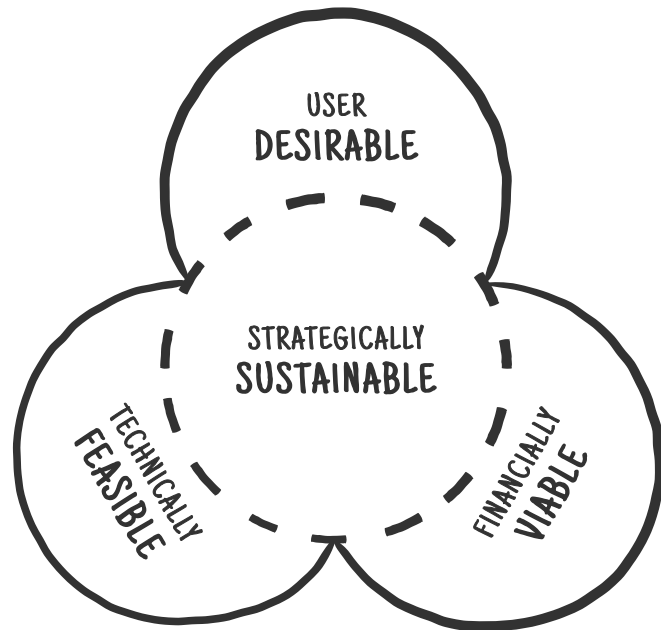


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# Balanced Breakthrough (The 4 Lenses)

Evaluate considerations to determine whether ideas should move forward

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## How It Works

Sorts considerations around offerings and ideas to determine whether people want it (**desirable**), it can be done (**feasible**), it makes business sense (**viable**) and can continue to do so over time (**sustainable**). Successful offerings need all four.

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# Using the Balanced Breakthrough Framework

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## Example Application

People may want a clothes dryer that also folds their clothes (**desirable**). At this point in time, even if it is possible to make (**feasible**), it would be too expensive to manufacture and sell (**viable**). Maybe put it on the strategic roadmap for when the price comes down. For now, maybe the team will focus on a dryer that makes it easier to fold clothes that is still desirable, feasible, and viable and will lead us to the future (**sustainable**).

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## Descriptively To Analyze Current State

Analyze why something is working or not. Do people want it? Is it making money? Can we make it? Will it lead to long-term success after the lifecycle of this offering?

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## Prescriptively To Identify Opportunities

When creating a new offering, take a look first at how to make something that people want. That's the core of user-centered design. Then coordinate the other lenses to ensure that you can make it and that you will be profitable now and over time.