



## INNOVATION STRATEGY LAUNCH & IMPLEMENTATION

### MINDSET AND TOP MANAGEMENT BUY-IN REQUIRED TO SUCCEED:

The initial innovation strategy design phase has been completed. Now the time has come to begin implementation. Focus is on:

- Building bridges to relevant **emerging technology areas** while leveraging existing technologies.
- Identifying unarticulated customer needs (**jobs-to-be-done**).
- **Experimenting, failing and learning** with an open mind to refining processes, incorporating emergent strategies and building long-term ring fenced funding to not lose momentum.
- Ensuring top management buy-in to launch change efforts in areas critical to innovation, including **budgets, policies, procedures, recruitment, communication, incentives, metrics** and **evaluation**.



### THE GOALS OF THE INNOVATION STRATEGY IMPLEMENTATION

- To build an **ambidextrous** and **agile company** that is fluent in innovation.
- To build a **balanced portfolio** of small bets across the **three horizons** of innovation.
- Building a world-class innovation climate that makes it **easier to recruit top talent, reduces staff turnover, speeds up growth, and strengthens profit margins**, while giving marketing and PR plenty of **great stories to communicate**.

