



# INNOVATION STRATEGY EVALUATION AND DESIGN

## TYPES OF INNOVATION STRATEGY QUESTIONS THAT NEED ANSWERS

Innovation is complex and broad and every innovation strategy is unique. Choosing **what not to do** is key:

- What emerging technology areas are of interest to us, e.g. IoT, Big Data, Ai, VR, etc...?
- Should we be investing in or collaborating with startups?
- Should we set up a corporate investment arm?
- What is our strategy for open innovation?
- What should be the future role of R&D and what is our strategy for intrapreneurship?



## THE GOAL OF THE EVALUATION & DESIGN OF THE INNOVATION STRATEGY

- Design a **measurable** innovation strategy that is **aligned** with the overall business strategy.
- Prepare for a balanced portfolio of innovation projects across the **three horizons** while enabling a balance between **executing** on existing business models and **searching** for the business models of tomorrow.
- Re-thinking of **budgets, policies, procedures, recruitment, communication, incentives, metrics** and **evaluation** to support and enable innovation.

