THE CORPORATE INNOVATION ROADMAP

Getting consensus to launch a new innovation initiative can require tremendous time and energy. We put together the roadmap on the following page to help you think through some of the elements you'll need to put in place to ensure that projects make it to the finish line, and that you can build your team, momentum, and reputation for delivering results over time. You may not be able to fill in the answers to each box at the outset — and some answers may change as things proceed — but the goal of this roadmap is to give you a high-level view of the issues you'll need to address and the partners you may need along the way. The numbers below correspond to the elements of the roadmap on the next page.

STRATEGY

1. Who within the company will be involved in setting the vision?

2. How have you defined your objectives? Is it instilling a culture of innovation and training employees on new techniques? Cutting costs and becoming more efficient? Establishing a digital capability in a non-digital business?

3. Who will be responsible for achieving these objectives on a day-to-day basis?

4. Which individuals/group will provide oversight/guidance (and possibly run interference/help marshal resources) for the people executing? How often will this happen?

5. Where will funding come from? What will be required to unlock additional funding?

TACTICS

6. What tactics do you plan to use, or explore using, to achieve your objectives?

EXECUTION

7. Who are the internal partners whose input or help you may need, separate from the people who are involved in governance? This could be IT, or a specific business unit, or the team that runs your leadership training program.

8. Who are the external partners whose input or help you may need? These could be consultants, customers, suppliers, academic research labs, startups, etc.

9. What incentives exist, or will you create, to ensure that these partners will want to collaborate with you?

10. How will you deploy or launch your projects? For instance, you may identify a test store, or a test group of customers, or collaborate with a distributor in one market, or work with HR to run a series of training workshops.

IMPACT

11. What metrics will you put in place to gauge how well things are working, and the cultural, reputational, or financial impact you're having? Who will be responsible for gathering and reporting this data?

12. In what way will you communicate success stories, inside the company or outside it? Who will help?

13. Who will be responsible for capturing learnings and best practices, and how will these be shared/archived?

STRATEGY	TACTICS	EXECUTION		IMPACT

STRATEGY

1. Who defines your vision?

2. What are your innovation objectives?

3. Who's going to execute?

4. Who provides oversight/governance?

5. What is your funding source?

TACTICS

6. What tactics will you use?

- ☐ Innovation training/workshops
- ☐ Idea challenges
- ☐ Startup engagement
- ☐ Hackathons
- ☐ Co-creation with customers
- ☐ Network of catalysts
- ☐ Rapid prototyping/lean startup
- ☐ Innovation space/lab
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

EXECUTION

7. Internal partners

8. External partners

9. What incentives should be in place for partners?

10. How will deployment work?

IMPACT

11. How will you measure success?

12. How will you communicate impact?

13. How will you capture learnings?