




Corporate Innovation Program Metrics		©2019 Shashi Jain		 Infrastructure	 People	 Community
		Starting	Emerging	Advanced	Measures	
Process	Outlined process with executive buy-in and investment allocations	Recurring process and selected follow-on investments	Repeated success of ideas to companies and overall process iteration	Seniority level of support Yield from stage Regular modifications to program		
	Outline of program (time allocations, team formation...)	Steady flow of new applicants, clear skills development	Acceleration of participants in/out of the program, high degree of skills training, rapid alignment of cross-functional teams and resources	Overall applicants, moving to full time Skills training and mastery		
	Central place for idea capture	Structured ideas coming from many areas of the company, evolved decision gates	Clear progression of ideas into formal “companies” with teams and success or joint projects with partners.	Volume, quality and yield of ideas % of ideas from different groups		
Customer development	Can identify key customer segments, end users. Can build personas	Performs formal interviews with customers, users. Formal programs for engagement with top customers	Ongoing engagement in development and ideation process	Validation cycle time Engagement level of “customer council”		
Product development	Outline of resources and approach for development	Rapidly forming teams, regular shipping of <u>prototypes</u>	Rapid prototyping for new ideas, methodical <u>production</u> shipping for mature ideas	Sprint success Achievement of goals		
Decision Making	Clear ownership of decision and discussion of tradeoffs.	Defined process with buy-in from stakeholders; decision making is faster than “normal”	Culture of decision quality embedded; data-driven decisions made quickly.	Speed of decision making Quality- how often choose right course? Yield- does execution match effort		
Community Engagement (to affect ideas)	Identified external resources	Selected engagement of external mentors or experts	Formal and <u>programmatic</u> inclusion of community with ideas and teams	Mentors/partners engaged Quality and frequency of engagement (survey)		
Community Engagement (company engagement in local communities)	Identify local groups.	Sponsorship and cross-pollination of people.	Bi-directional engagement with key community groups to share ideas and best practices	# of events and level of engagement Cross-pollination of people		
External marketing	Identify internal channels/build relationships Infrequent mentions	Internal and external comms alignment Regular mentions	Inbound PR interest Frequent high-value mentions	Mentions (internal and external) Mentions in high-value outlets		