



PICKING THE RIGHT INNOVATION STRATEGY



**There are many
methods to map
innovation strategy,
which one work best
for your business?**

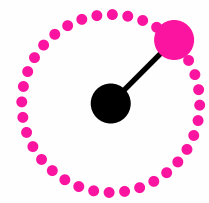


PROBLEM VS DOMAIN

Innovation Matrix by Greg Satell

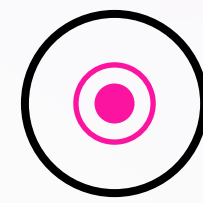
Well Defined
PROBLEM

Not Well Defined



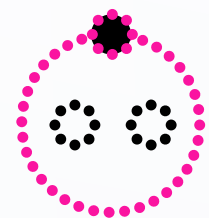
BREAKTHROUGH INNOVATION

Skunk Works
Open Innovation



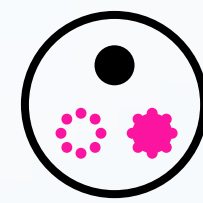
SUSTAINING INNOVATION

R&D Labs
Outsourcing



BASIC RESEARCH

Academic Affiliations
Grant Research



DISRUPTIVE INNOVATION

Innovation Labs
VC Model

Not Well Defined

DOMAIN

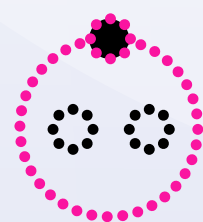
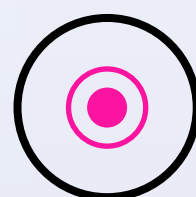
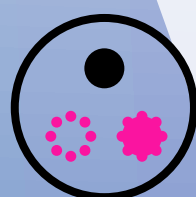
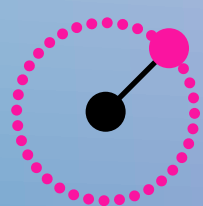
Well Defined



FUNCTIONAL OPERATION

10 types of Innovation by Doblin (Deloitte)

| | HOW YOU ... |
|---------------|--|
| CONFIGURATION | PROFIT MODEL make money |
| | NETWORK connect with others to create value |
| | STRUCTURE align your talent & assets |
| | PROCESS use signature or superior methods to do work |
| OFFERING | PRODUCT PERFORMANCE employ distinguishing features & functionality |
| | PRODUCT SYSTEM create complementary products & services |
| EXPERIENCE | SERVICE support and enhance the value of offerings |
| | CHANNEL deliver offerings to customers & users |
| | BRAND represent your offerings & business |
| | CUSTOMER ENGAGEMENT foster distinctive interactions |

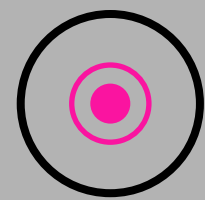


WHERE2PLAY+HOW2WIN

by Bansi Nagji and Geoff Tuff

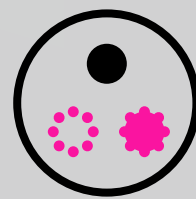
WHERE TO PLAY

Serve Existing Markets & Customers
Enter Adjacent Markets, Serve Adjacent Customers
Create New Markets, Target New Customer Needs



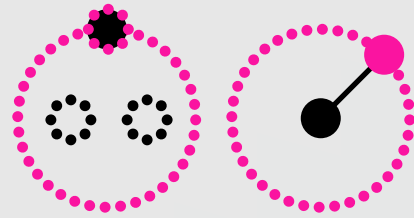
CORE

Optimising existing products for existing customers



ADJACENT

Expanding from existing business into "new to the company" business



TRANSFORMATIONAL

Developing breakthroughs & investing things for markets that don't yet exist

Use Existing Products & Assets

Add Incremental Products & Assets

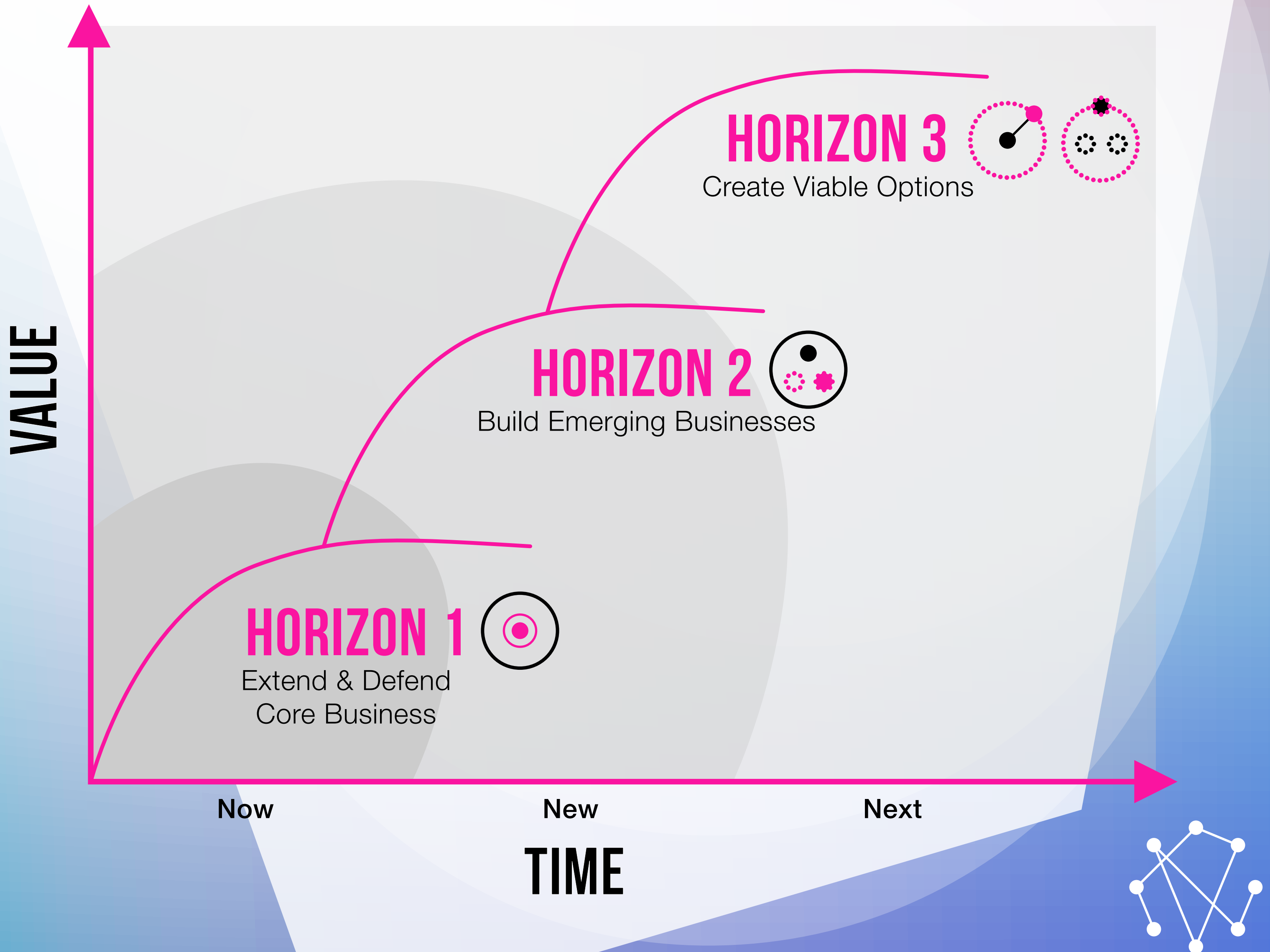
Develop New Products & Assets

HOW TO WIN



3 HORIZONS OF GROWTH

by McKinsey





**These models
represent different
perspectives to guide
strategic choices &
operational focus.**





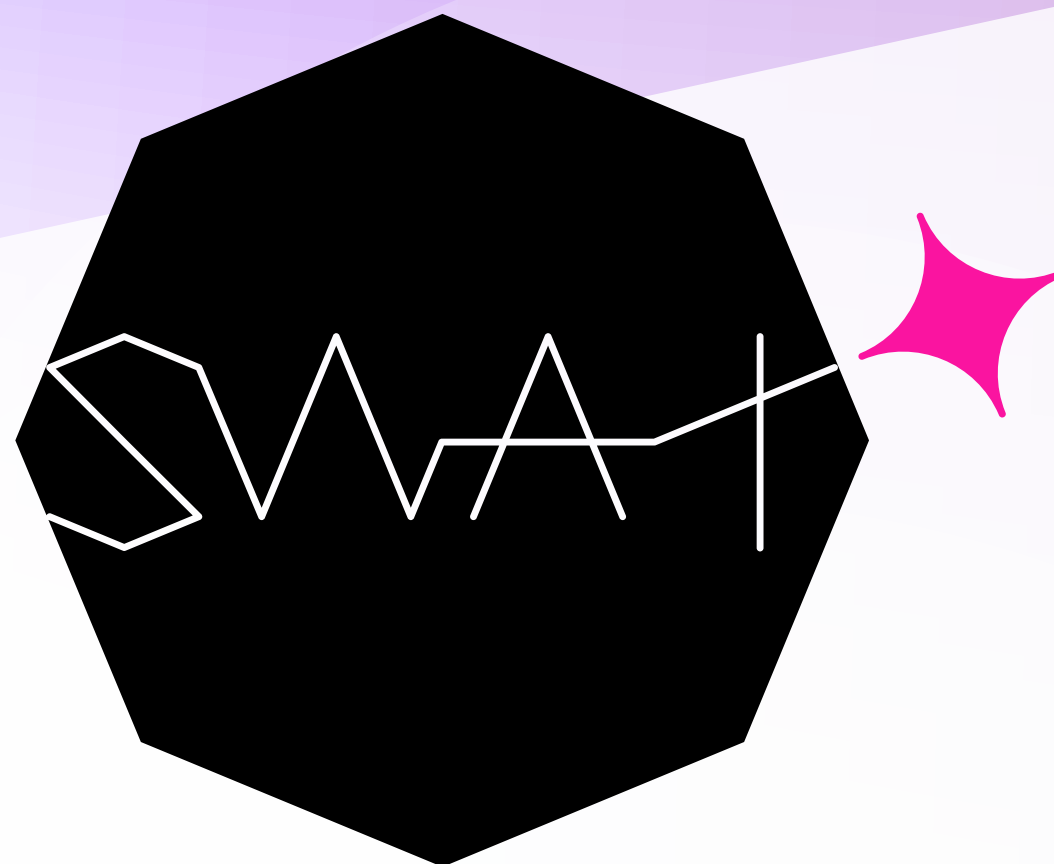
Depending on business stage & its competitive positioning, innovation leaders required to apply **right strategy at the right time.**





**Then you will need the
right team with right
capabilities to deliver
short & long term
goals with execution
excellence!**





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