

Project 1: _____

active since: _____

estimated deployment date: _____

remaining investment required: _____

what is it? (description, scope): _____

Transformational ☐

Adjacent ☐

Core ☐

Value growth proposition

Here is how this will bring value to our customers and organisation:

CVP: _____

Org: _____

Place it: uncertainty (time & budget)

strategic importance

Project 2: _____

active since: _____

estimated deployment date: _____

remaining investment required: _____

what is it? (description, scope): _____

Transformational ☐

Adjacent ☐

Core ☐

Value growth proposition

Here is how this will bring value to our customers and organisation:

CVP: _____

Org: _____

Place it: uncertainty (time & budget)

strategic importance

Project 3: _____

active since: _____

estimated deployment date: _____

remaining investment required: _____

what is it? (description, scope): _____

Transformational ☐

Adjacent ☐

Core ☐

Value growth proposition

Here is how this will bring value to our customers and organisation:

CVP: _____

Org: _____

Place it: uncertainty (time & budget)

strategic importance

2

Posture (we strive to excel at ...): other

☐ ☐ ☐ ☐

Need seeking Market reading Technology driving

Our innovation efforts/resources are allocated to:

Transformational
(Preparing breakthrough new markets and products)

0% 10% 20% 30% 40% 50%

Adjacent
(Executing a move to adjacent product or market)

0% 10% 20% 30% 40% 50%

Core
(Optimising & sustaining our existing business)

50% 60% 70% 80% 90% 100%

1

Business Strategic Objectives

These are the current strategic objectives for our business, identified by senior management.

Market Trends

These are the current competitive, technological, sectoral and social trends that influence our main markets.

Market Challenges

These are the barriers to growth and pressures on sustaining business.

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name

date

Innovation Strategy Audit

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