

Transformational

Vision

This is what we want to achieve in the timescale 18–36 from now. This is the transformational change envisaged for our products/markets/business model/brand/organisation, etc.

Value growth proposition

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

Adjacent

Objective

This is what we want to achieve in the timescale 3-12 months from now. These are the changes envisaged for our products/markets/business model, etc.

Value growth proposition

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

Core

Objective

These are the changes we will implement to our 'sustaining innovation' operations – scope; time and resources allocated; etc...

Value growth proposition

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

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Posture (we will excel at ...):

☐ ☐ ☐ ☐

Need seeking Market reading Technology driving other

We confirm our innovation ambition by allocating our innovation efforts & resources to:

Transformational

(Preparing breakthrough new markets and products)



Adjacent

(Executing a move to adjacent product or market)



Core

(Optimising & sustaining our existing business)



1

CAPABILITY FACTORS

Partners

These are the partners we need to cultivate, e.g. channels; suppliers; co-developers; ...

People

Here are the skillset and mindset we require in our people.

Processes

These are the processes we must create or optimise, e.g. market scanning; technology scanning; after sales support; customer experience measuring; batch-size-one manufacturing, ...

Organisation

These are the organisational structure; systems; competencies; resources we must have in place.

SPECIAL ACTIONS

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organisation

date

Innovation Strategy Canvas

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