

# BUILDING A MINIMUM INNOVATION STRATEGY

## 1. INDUSTRY SHIFTS OUTLOOK

1 — 10 scale, how much will our industry change in the coming five years? \_\_\_\_\_

## 2. MARKET OPPORTUNITIES

1 — 10 scale, how good is our organization at innovation from Market Opportunities? \_\_\_\_\_

## 3. RESOURCE ALLOCATION

How are we planning to spend our growth, innovation, and transformation resources in the next five years?

- Grow existing core business \_\_\_\_\_%
- Develop new areas, close to our current core \_\_\_\_\_%
- Explore new growth areas, new business models \_\_\_\_\_%



 **Build**  
Ourselves

 **Buy**  
Mergers & Acquisitions

 **Partner**  
Unlikely Partners

 **Co-Invest**  
in New Startups

 **Co-Develop**  
Accelerator Programs

PRIORITY

\_\_\_\_\_

KEY PROGRAM IN PLACE

\_\_\_\_\_

OUR BIGGEST NEED HERE

\_\_\_\_\_

KEY CAPABILITY TO DEVELOP

\_\_\_\_\_

NEXT ACTIONS

\_\_\_\_\_