INNOVATION STRATEGY CANVAS

Drivers for disruptive innovation

Societal megatrends

Technological drivers

Unfulfilled future customer needs

Innovation North Star and targets

Company BHAG or mission statement

▼

Innovation North Star

Vision on how innovation will help to achieve the company BHAG or Mission

▼

Innovation targets

Top 3 Innovation Performance Indicators	Y1	Y2	Y3

Innovation enablers

Innovation enabler	Key initiatives to strenghten innovation power
PORTFOLIO MANAGEMENT ▶	
ORGANIZATION OF INNOVATION ▶	
INNOVATION PROCESS ▶	
CULTURE AND LEADERSHIP ▶	

Innovation Readiness Benchmark

	IRB score	Remark
Innovation performance		
Best practice Innovation **Innovation strategy**		
Customer centricity		
Organizational agility		
Portfolio management		
Organization of innovation		
Skills and competences		
Culture and leadership		

Key innovation themes and ambition

Innovation theme		Innovation ambition 3-5 years
	▶	
	▶	
	▶	
	▶	

Innovation roadmap

Key innovation projects per theme	Horizon	Due date
◀		
◀		
◀		
◀		

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