INNOVATION STRATEGY CANVAS

Drivers for disruptive innovation 🚀

Societal megatrends

Technological drivers

Unfulfilled future customer needs

Innovation Readiness Benchmark ☑

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

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

Key innovation themes and ambition 🎯

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

Innovation enablers 💡

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

Innovation roadmap 🗺

Key innovation projects per theme	Horizon	Due date

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