

Six questions to work through before you engage the innovation toolkit.

01 / HORIZON

Commitment Horizon

0-1 YR

2-4 YRS

5+ YRS

02 / WHO LEADS

Leadership Mix

Inside vs Outside
Employee vs Advisor

03 / HOW WE DEPLOY

Capital Deployment

Learn

Invest

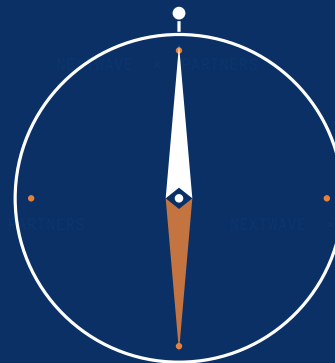
Build

Buy

04 / OUTCOMES

Program Goals

Engagement
Revenue
Culture
Capability



05 / WHERE WE PLAY

Industry & Focus

Core vs Adjacent
Products vs Process