

REVELX

**Becoming a
best-in-class innovator**

Insights from the RevelX Innovation Readiness benchmark



The questions we will address today

- ✓ Why is innovation often hard, yet crucial?
- ✓ What does it takes to become a best-in-class innovator?
- ✓ How can you map out your own innovation journey?



Marc Douma

Co-founder of RevelX

25+ years strategic innovation

PhD on strategic alliances

marc@revelx.nl



Any industry can and will be disrupted

**Diseases
going viral**





Super competitive business models


**Breakthrough
new products
and services**





In the end.....

**Innovation is what
separates the disruptors
from the disrupted**

A large white rocket is being mated to a mobile launcher platform on a crawler-transporter at a launch complex. The rocket is positioned vertically, and the crawler-transporter is a massive, multi-level structure made of metal beams and scaffolding. The scene is set against a clear blue sky, suggesting a bright day. The rocket has some blue markings on its side, including the word "SPACEX".

**Becoming a
best-in-class
innovator may seem
like rocket science...**

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**But does not need to be ...
provided... you understand the
innovation best practices**



To help you understand innovation best practices we developed
the **RevelX** Innovation Readiness Benchmark

The **RevelX** Innovation Readiness Benchmark



> 150 companies have already participated



Koninklijke Luchtmacht



Key take out from our benchmark

We still have a lot of work to do!!

65%

estimates the disruption risk as 7 or higher (on a 1-10 scale)



yet only 25%

rates their own innovation performance as good



and 47%

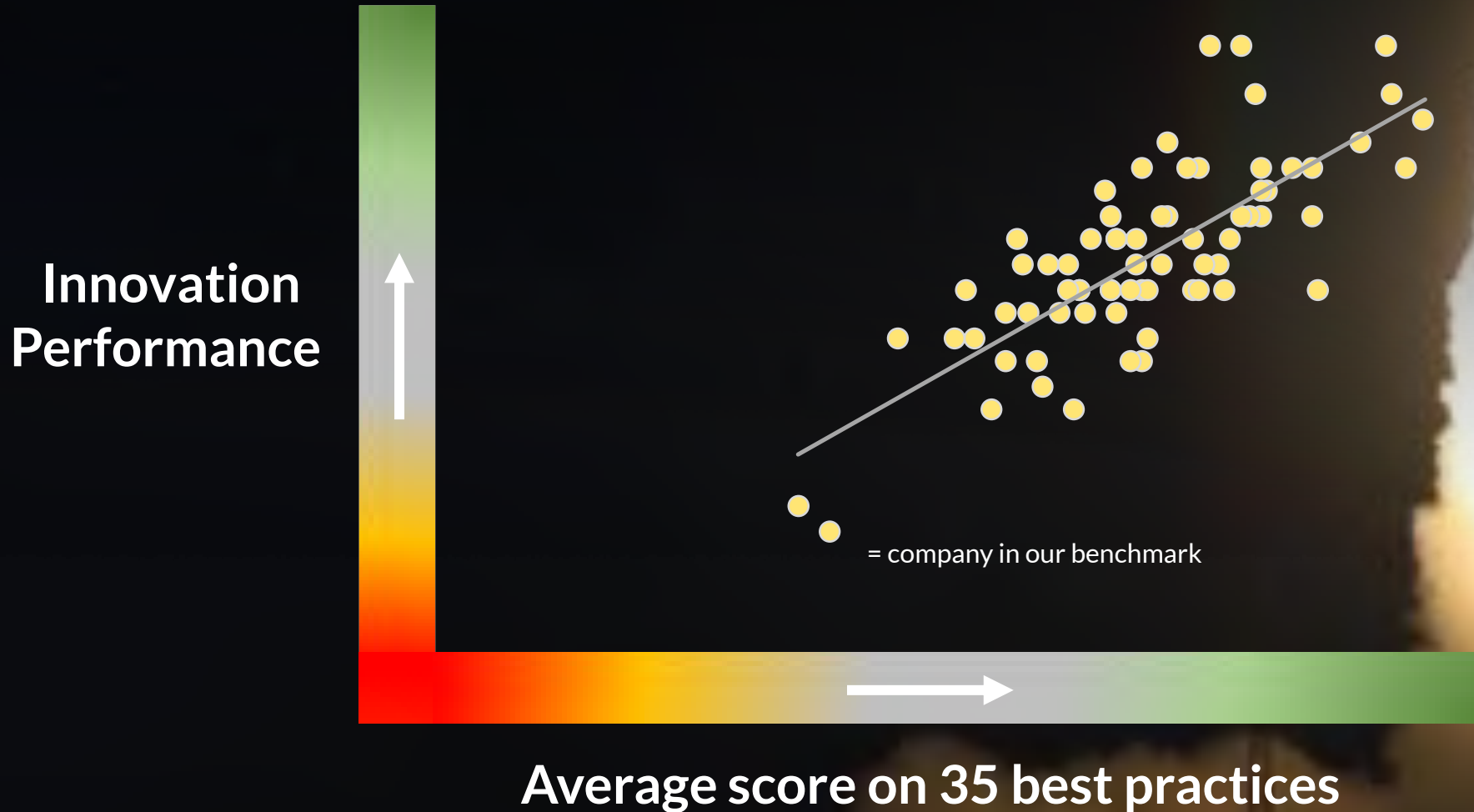
does **not** have a well defined innovation strategy



**But there
is hope**



Adopting the innovation best practices improves innovation performance



Adopt the 35 innovation best practices

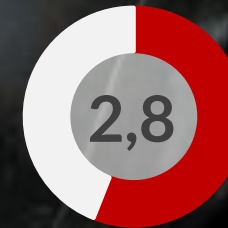
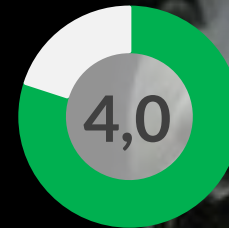


Define your innovation strategy

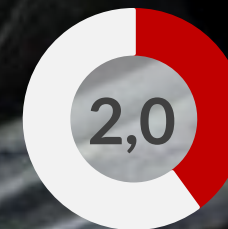
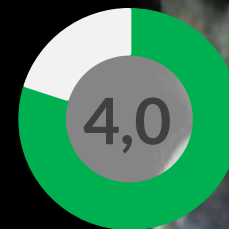
Strong performers

Weak performers

Well defined innovation strategy



Sufficiently invest in long term projects



Average on a 1-5 point scale

Apply all 9 growth tactics



RevelX Innovation strategy Canvas

Creates a shared vision and focus

- ✓ 1 page summary of your innovation strategy
- ✓ Trends, north star and innovation themes
- ✓ Innovation roadmap and enablers

Available as download

INNOVATION STRATEGY CANVAS

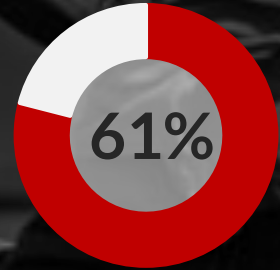
Drivers for disruptive innovation	Innovation North Star & targets	Innovation enablers	
Societal megatrends	Company BHAG or mission statement Innovation North Star <small>Vision on how innovation will help to achieve the company BHAG or Mission</small>	Innovation enabler Key initiatives to strengthen innovation power	
Technological drivers	Innovation targets Top 3 Innovation Performance Indicators	PORTFOLIO MANAGEMENT ORGANIZATION OF INNOVATION INNOVATION PROCESS CULTURE AND LEADERSHIP	
Unfulfilled future customer needs	Innovation themes & ambition	Innovation roadmap	
Innovation Readiness	Innovation theme	Key innovation projects per theme	
IRB score	Innovation ambition 3-5 years	Horizon	Due date
Innovation performance			
Best practice areas			
Innovation strategy			
Customer centrality			
Organizational agility			
Portfolio management			
Organization of innovation			
Skills and competences			
Culture and leadership			

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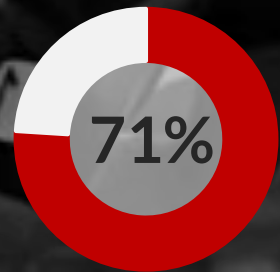
Need help? Contact us at www.revelx.co

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Manage your innovation portfolio

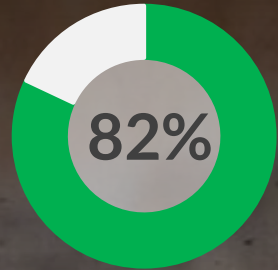


Innovation projects are not based on solid business cases

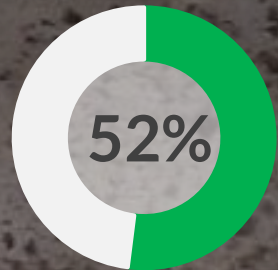


No performance management of innovations against targets

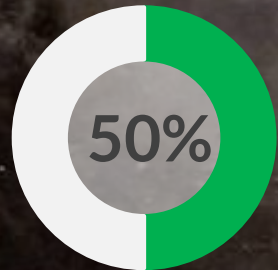
Improve your agility



Forms multi-disciplinary innovation teams

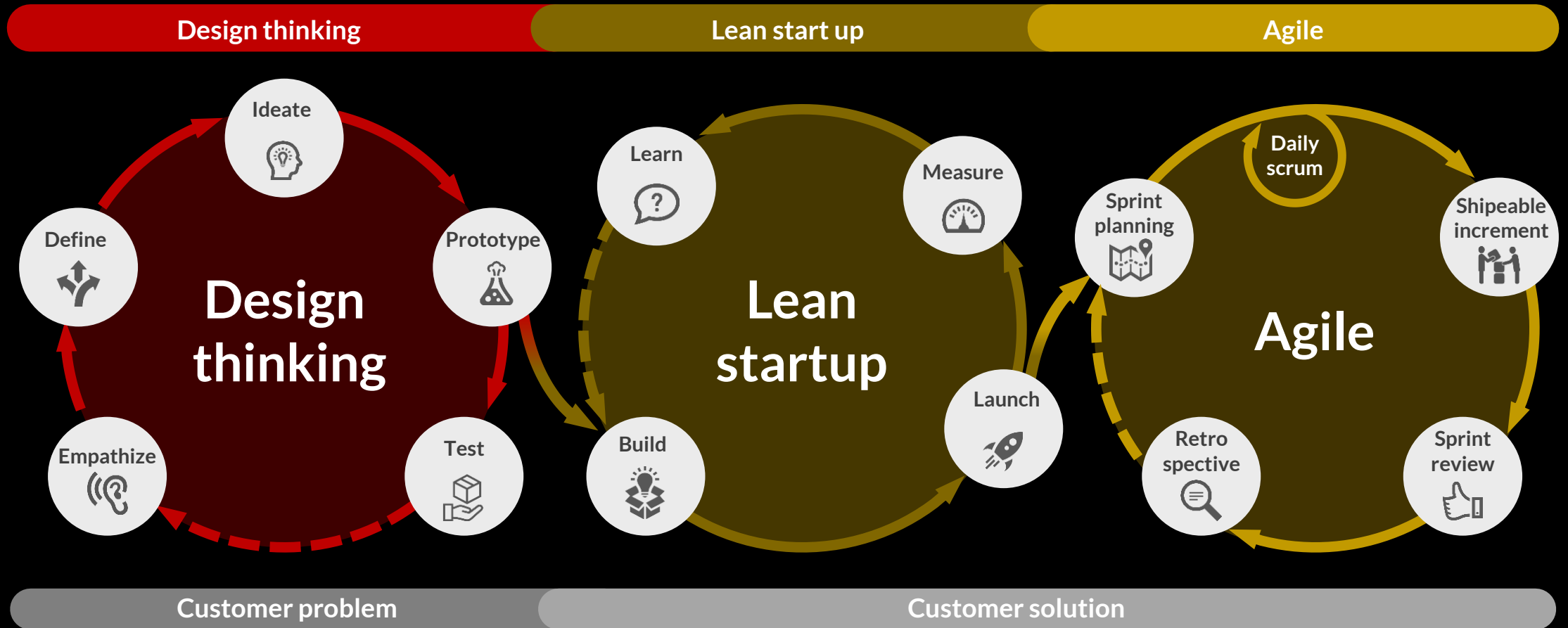


Works agile in innovation projects

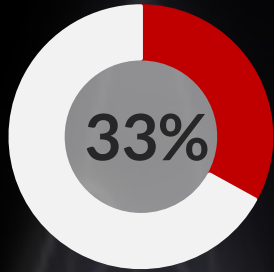


Uses rapid prototyping and experimentation

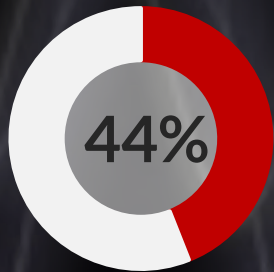
Apply the best practice methodologies



Develop your skills and competences



People are well trained in innovation thinking and tooling



Have many creative thinkers

Size does matter...

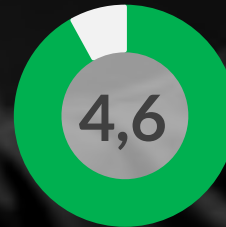
smaller companies do better on these aspects

Lead by example

This is **the nr 1** differentiator between strong and weak performers

Leaders involved in key innovation projects

Strong performers



Weak performers



Average on a 1-5 point scale

Create diversity



hipsters



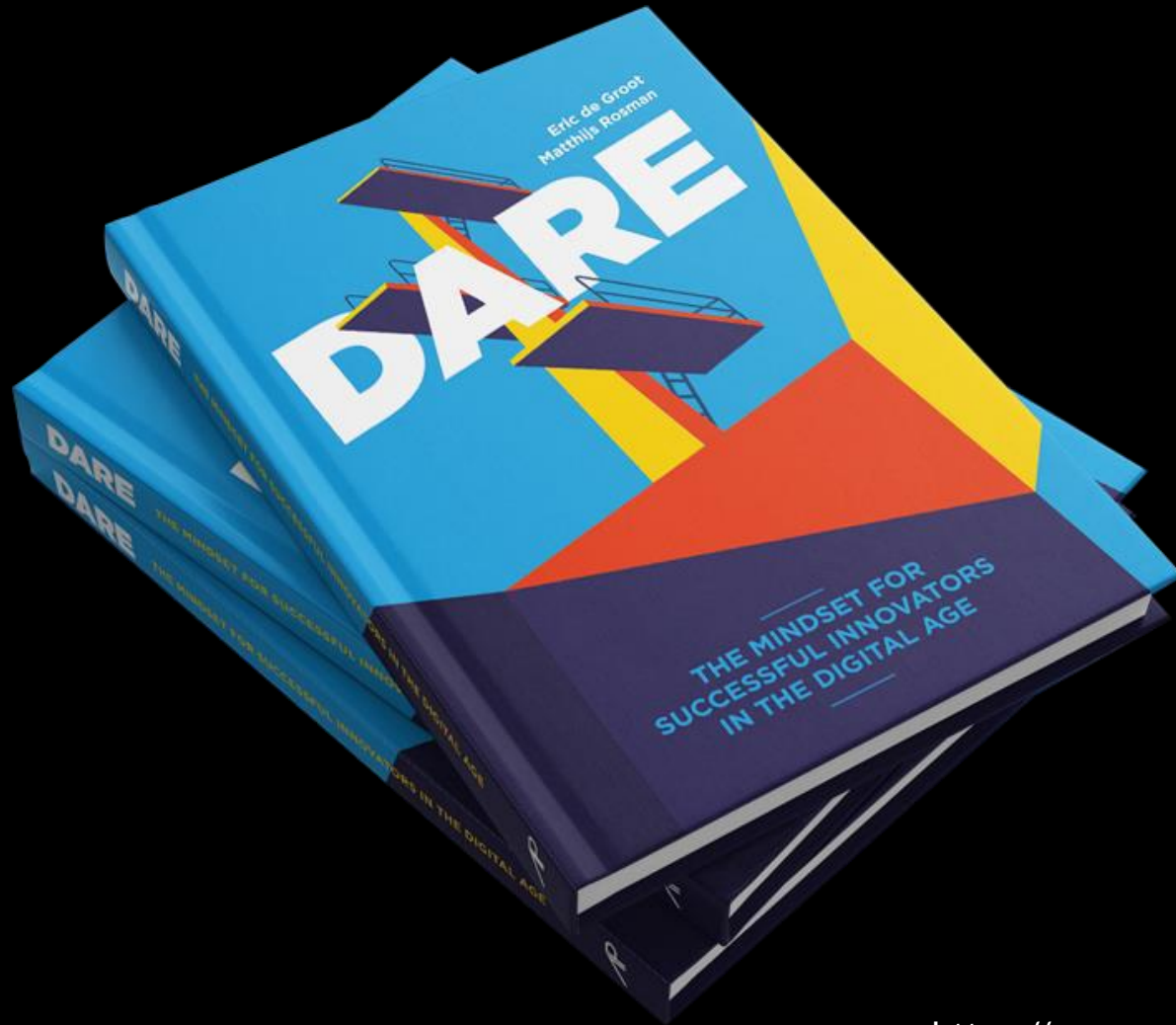
hackers



hustlers

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Embrace and adopt a DARE mindset



Defiance
Adventurism
Realism
Endurance

<https://www.revelx.co/get-dare-now-order/>

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And do not forget....

**Becoming a best-in-class innovator
is not an overnight journey**

You can start your journey by joining our Innovation Readiness Benchmark

About the benchmark

- ✓ Free online tool, 8 minutes to complete
- ✓ Assessment on 35 best practices
- ✓ Personal report

What's in it for you?

- ✓ Insight in your innovation power
- ✓ Comparison with our benchmark
- ✓ First practical recommendations



'YourBusiness' Innovation Readiness Dashboard

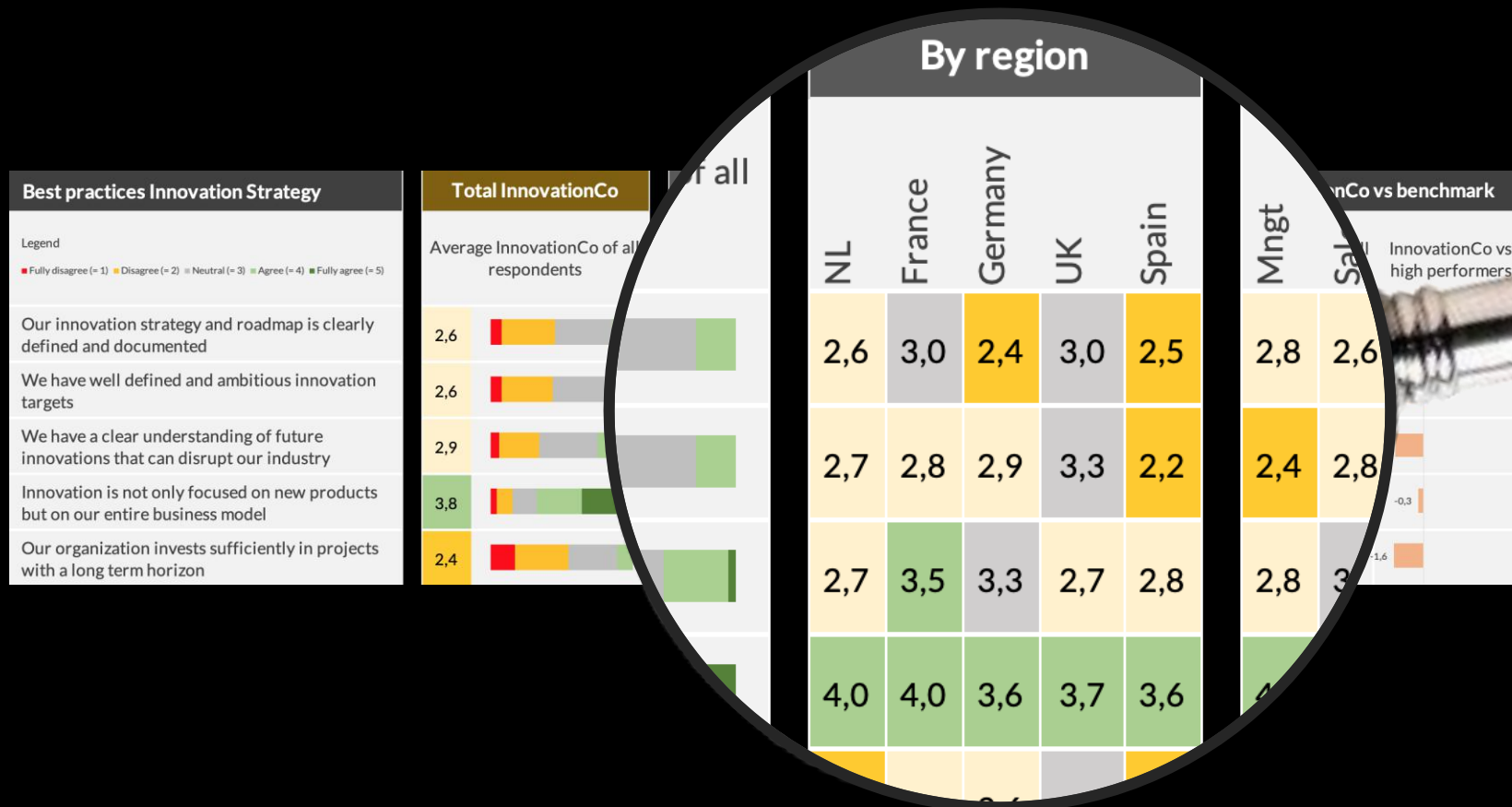
	Score of 'YourBusiness'	Delta with average all participants	Delta with high performers in benchmark
Innovation Strategy			
Our innovation strategy and roadmap is clearly defined and documented	1	-0.1	-0.9
We have well defined and ambitious innovation targets	2	-1.1	-0.1
We have a clear understanding of future innovations that can disrupt our industry	3	0.1	1.2
Innovation is not only focused on new products but on our entire business model	3	-0.8	-1.5
Our organization invests sufficiently in projects with a long term horizon	2	-1.3	-0.8
Customer Centricity			
We actively explore the customer's future needs as starting point for our innovation	4	1.2	0.4
We invite customers to discuss new ideas for propositions and business models	3	-0.5	0.4
We test our hypotheses or prototypes for new innovations with our customers	3	-0.7	1.1
We measure customer satisfaction and use that to drive our innovation	3	0.3	0.9
The voice of the customer is leading in our decision making on innovation	4	0.4	0.9
Organizational Agility			
We have implemented agile as leading principle in our way of working in innovation projects	4	1.8	1.1
Our innovation process is well defined and can be tailored to the needs of a specific project	3	-0.5	0.1
We understand and apply the principles of rapid prototyping and low-cost experimentation	3	-0.5	0.1
Our innovation projects are carried out by multi-disciplinary teams	3	-0.5	0.1
Our innovation process allows for short lead times and fast iteration	3	-0.5	0.1

Average score and recommendations per best practice area

Innovation Performance	2.6	You rate the innovation performance of 'YourBusiness' as reasonable, but not best-in-class. You can use the improvement areas identified on the next page to develop a plan to close the most important gaps.
Innovation Strategy	2.2	The innovation strategy of 'YourBusiness' needs to be improved to stay competitive and prevent your business from disruption. The next step is to better embed innovation in your strategic planning.
Consumer Centricity	3.8	Customer centricity is clearly a key principle for 'YourBusiness'. It is important to keep investing in close relationships with your customers and make sure their needs are addressed in your innovation projects.
Organizational agility	3.2	Based on your self assessment, 'YourBusiness' has taken several measures to become more agile. This will help you to respond faster and innovate more effectively. 'YourBusiness' should keep up the good work and strive to become a truly agile innovator!
Portfolio	2.0	Effectively managing your innovation portfolio is a key challenge. In a competitive market, 'YourBusiness' should focus on the most promising opportunities and ensure they are managed in a structured manner. 'YourBusiness' should focus on the most promising opportunities and ensure they are managed in a structured manner.

Step 2

Make an indepth team assessment with our incompany innovation readiness benchmark



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THANK YOU