



THE THIRD IN A NEW SERIES FOR 2022

WEBINAR ONE // JANUARY 27 INNOVATION STRATEGY

WEBINAR TWO // FEBRUARY 17
PORTFOLIO MANAGEMENT

WEBINAR THREE // MARCH 17 ORGANIZATION OF INNOVATION

WEBINAR FOUR // APRIL 21
INNOVATION CULTURE AND COMPETENCES

* WATCH OUR OTHER WEBINARS ON OUR WEBSITE: https://www.revelx.co/previous-webinars/



THE 3 INNOVATION CHALLENGES

THE VALIDATION CHALLENGE

Spotting and creating innovation opportunities

THE IDEATION

CHALLENGE

- » Balancing the long- and short-term perspective
- » Selecting the most promising innovations

- Assessing the true potential of new ideas
- » Avoiding unjustified investments in bad ideas or hobby horses
- » Beating the competition on time-to-market



- » Turning on the right growth engines
- » Creating the right conditions for growth
- » Balancing management of core business and innovations





BEST-IN-CLASS INNOVATORS

- √ Have a well-defined innovation strategy & roadmap
- ✓ Manage their innovation portfolio professionally
- **✓ Embed innovation in their organization**
- ✓ Continuously develop their innovation competence, culture and leadership



LAST MONTH WE COVERED PORTFOLIO MANAGEMENT

IDEATION		VALIDATION		SCALE-UP	
EXPLORATION	DISCOVERY	EXTERNAL VALIDATION	INTERNAL VALIDATION	LAUNCH	ACCELERATE
Exploration within strategic innovation themes	Discovery of innovation opportunities	Validation of innovation opportunity with customers	Validation of the business model viability	Launch of the innovation in the market	Turn on the growth engines to scale the innovation



INNOVATION SPECIALISTS AND CREATIVE STRATEGISTS

https://www.linkedin.com/in/marc-douma-revelx/ https://www.linkedin.com/in/matthijsrosman/





IN TODAY'S WEBINAR

1

Why organizing innovation is important

2

To centralize or not to centralize

3

Building blocks for your innovation organization 4

The role of a growth board in managing your innovation efforts







THE IMPORTANCE OF ORGANIZING FOR INNOVATION

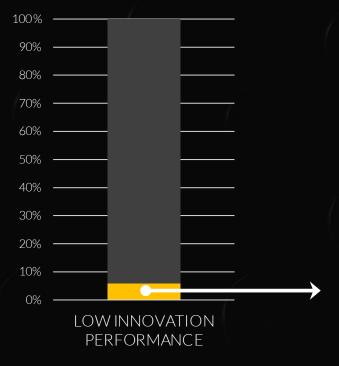
- » OVERCOME CORPORATE RESISTANCE TO INNOVATION (=CHANGE)
- » FEND OFF DISRUPTORS OR BREACH THE GROWTH CEILING
- **» GIVE IT SPACE AND ACCOUNTABILITY**



WHY BOTHER ... WITH ORGANIZING INNOVATION?



WHY BOTHER ...



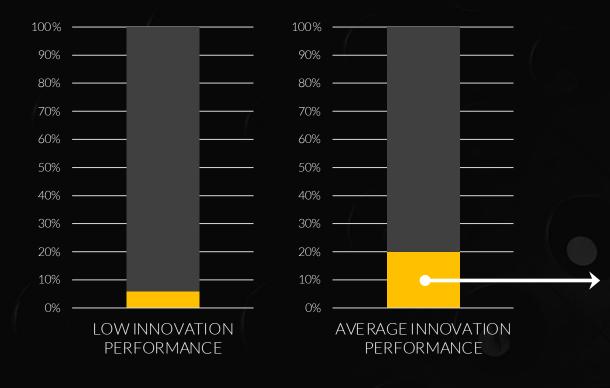
6%

OF THE
LOW PERFORMERS
RATES HIGH ON
ORGANIZATION OF
INNOVATION

SOURCE: REVELX IRB 2018 - 2022



WHY BOTHER ...



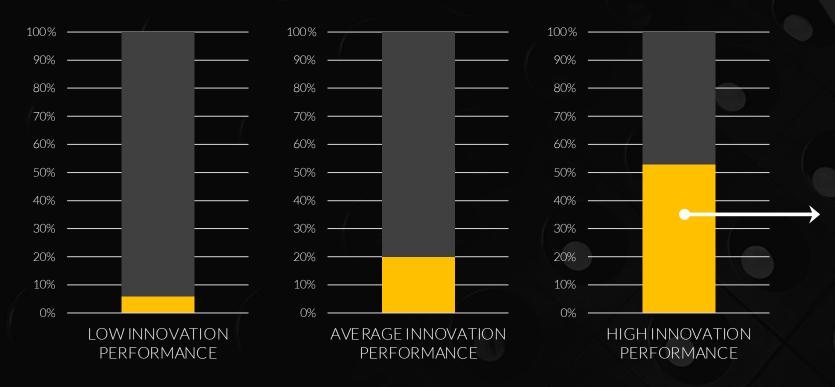
20%

OF THE
AVERAGE
PERFORMERS
RATES HIGH ON
ORGANIZATION OF
INNOVATION

SOURCE: REVELX IRB 2018 - 2022



WHY BOTHER ...



OF THE
HIGH PERFORMERS
RATES HIGH ON
ORGANIZATION OF
INNOVATION

SOURCE: REVELX IRB 2018 - 2022



INNOVATION READINESS BENCHMARK

Gain valuable insights into how to increase your innovation power.

Our Innovation Readiness Benchmark will help you to assess your innovation strengths and weaknesses and to improve your innovation performance.

START THE BENCHMARK

BASED ON 7 INNOVATION BEST PRACTICE AREAS

>350 COMPANIES IN OUR DATA SET





THE INNOVATION PARADOX

- » CHAOS VERSUS ORDER
- » ENTREPRENEURSHIP VERSUS CORPORATE STEWARDSHIP
- » BOTTOM UP VERSUS CENTRAL COORDINATION



ORGANIZING INNOVATION WHAT IS THAT ABOUT?

- » FIT FOR PURPOSE STRUCTURE
- » EFFECTIVE GOVERNANCE
- » ENSURING RESOURCE AVAILABILITY







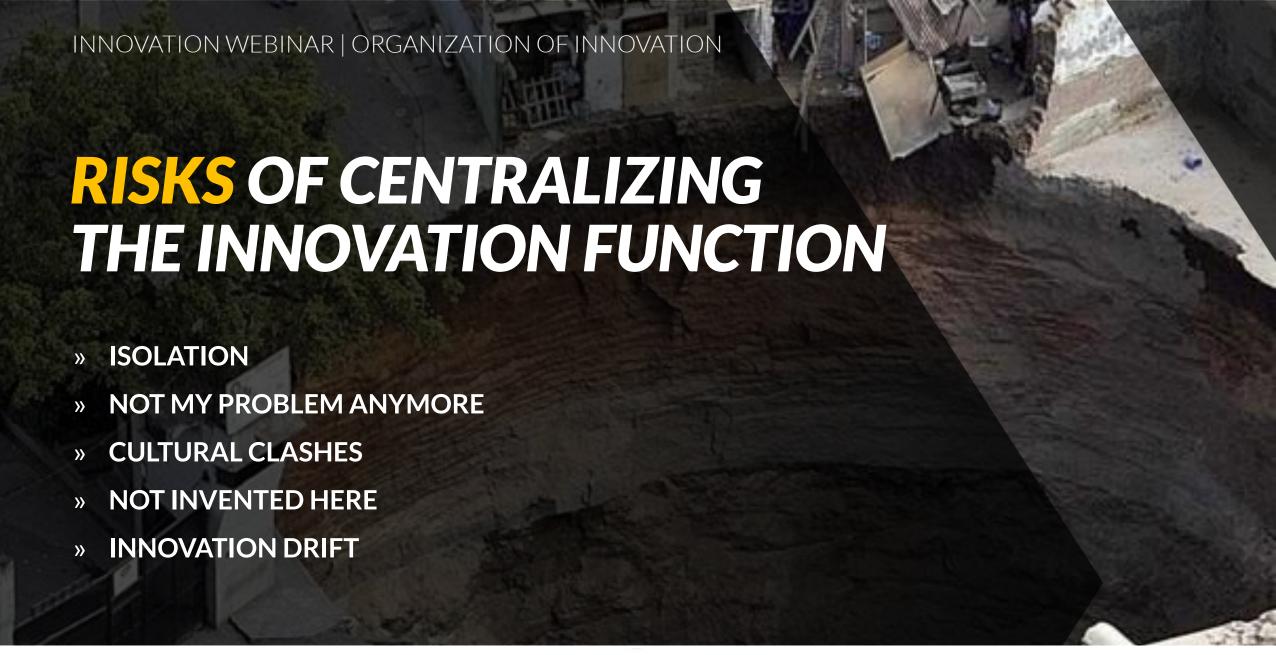




CENTRALIZING THE INNOVATION FUNCTION

- » FOCUS
- » CHALLENGE THE TRADITIONAL MYTHS AND BELIEFS
- » SAFE PLACE FOR EXPERIMENTING
- » CENTER OF EXCELLENCE FOR INNOVATION
- » NOT HINDERED BY CORPORATE BUREAUCRACY

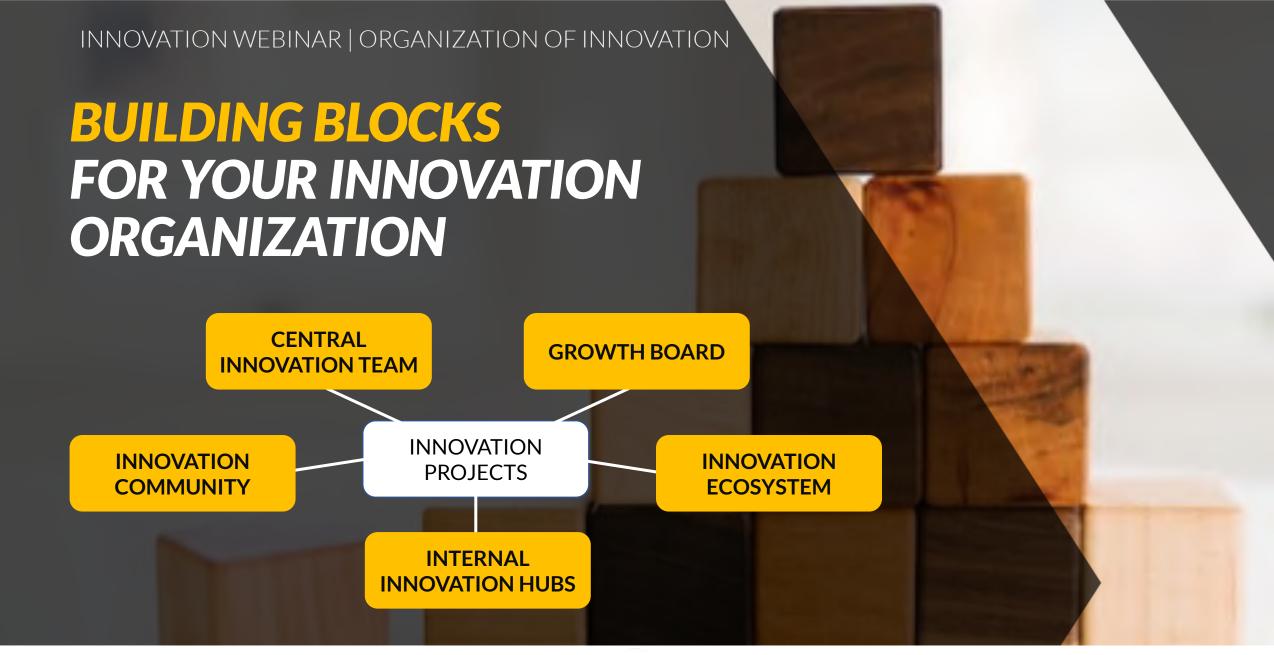






























GROWTH BOARD TYPICAL ROLES

- » DEVELOP THE INNOVATION STRATEGY
- » PROMOTE THE IMPORTANCE OF INNOVATION
- » FOSTER A DARE MINDSET
- » MONITOR THE PORTFOLIO DEVELOPMENT
- » SET PRIORITIES BETWEEN PROJECTS
- » APPROVE STAGE GATE PASSING
- » SPONSOR KEY INNOVATION PROJECTS





GROWTH BOARD SUCCESS LESSONS

- » ARTICULATE THE INNOVATION AGENDA
- » ENSURE DIVERSITY OF THE MEMBERS
- » ENSURE BUDGETS AND RESOURCES AS AN INTERNAL VC
- » AVOID BIAS AND TAKE DECISIONS BASED ON DATA
- » STICK TO CLEAR DECISION-MAKING PROCESSES
- » INSPIRE, CHALLENGE AND MOTIVATE
- » LEAD BY EXAMPLE







CORPORATE INNOVATION NETWORK TYPICAL ROLES

- » PARTICIPATE IN INNOVATION PROJECTS
- » SUPPORTE INNOVATION ON BUSINESS UNIT OR FUNCTIONAL LEVEL®
- » PROMOTE INNOVATION INITIATIVES
- » SHARE MARKET INSIGHTS
- » PROVIDE ACCESS TO CUSTOMERS
- » TAKE ON THE ROLE OF INNOVATION COACH
- » SHARE INSPIRATIONAL CONTENT



CORPORATE INNOVATION NETWORK SUCCESS LESSONS

- » INVEST IN A COMMON LANGUAGE
- » START SMALL AND MAKE SURE THE INNOVATION VIRUS SPREADS
- » CREATE A COALITION OF THE WILLING AND FOCUS ON THE TRULY MOTIVATED
- » ORGANIZE INSPIRATIONAL EVENTS FOR THE INNOVATION COMMUNITY
- » EMPOWER PROFESSIONALS TO INITIATE AND DRIVE INNOVATION
- » SHARE INSIGHTS AND UPDATES FREQUENTLY TO FUEL INNOVATION EFFORTS



EXTERNAL INNOVATION ECOSYSTEM WHY SHOULD YOU HAVE ONE?

- » THE PACE AND COMPLEXITY OF TECHNOLOGICAL DEVELOPMENTS HAS INCREASED
- » YOU SHOULD NOT INNOVATE IN SPLENDID ISOLATION
- » ACCELERATES INNOVATIONS, ENABLES MORE FUNDAMENTAL INNOVATIONS AND DE-RISKS YOUR PORTFOLIO



EXTERNAL INNOVATION ECOSYSTEM TYPICAL ROLES

- » DEVELOP DISRUPTIVE INNOVATIONS
- » ADD ADDITIONAL INNOVATION CAPACITY
- » TAP INTO COMPLEMENTARY KNOW HOW AND TECHNOLOGY
- » DEVELOP STANDARDS
- » PROVIDE INSPIRATION FOR INNOVATION



EXTERNAL INNOVATION ECOSYSTEM SUCCESS LESSONS

- » ALIGN ON VISION AND AMBITION WITH PARTNERS
- » FOCUS ON CREATING WIN-WIN SITUATIONS
- » TAKE A STRATEGIC PERSPECTIVE WHEN SELECTING PARTNERS
- » MANAGE COMPETITIVE CONFLICTS WITHIN THE ECOSYSTEM PROACTIVELY
- » APPOINT A DEDICATED ALLIANCE MANAGER
- » COMMUNICATE RESULTS AND CELEBRATE SUCCESSES











INTERNAL INNOVATION HUBS SUCCESS LESSONS

- » ESTABLISH A CLEAR PURPOSE AND SCOPE
- » SECURE FUNDING AND BE WILLING TO SPENT IT
- » ESTABLISH CLEAR LEADERSHIP AND A DECISION-MAKING PROCESS
- » ENSURE CLOSE ALIGNMENT BETWEEN BUSINESS AND INNOVATION HUBS
- » DEFINE HOW SUCCESSFUL INNOVATIONS ARE ADOPTED BY THE BUSINESS
- » ALLOCATE YOUR RESOURCES WISELY









STAGE GATE DECISION MAKING



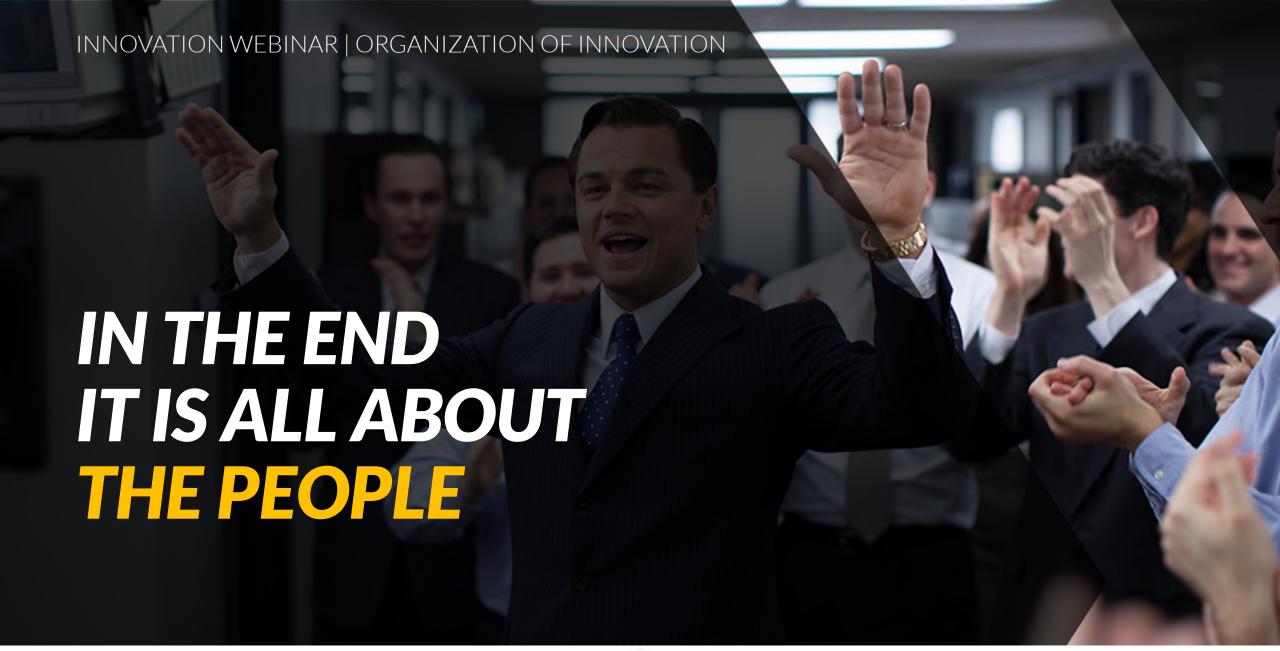














HELPFUL RESOURCES



GET DARE:
OUR BOOK ON
CORPORATE
INNOVATION

https://www.revelx.co/dare/



TAKE PART IN THE INNOVATION READINESS BENCHMARK

https://www.revelx.co/innovation-readiness-benchmark/



DOWNLOAD OUR CORPORATE INNOVATION PLAYBOOK

https://www.revelx.co/corporate-innovation-playbook/



VISIT OUR GROWTH WAREHOUSE FOR MORE TOOLS AND INSPIRATION

https://www.revelx.co/canvases/



BOOK A FREE 30-MINUTE CONSULTATION WITH US





JOIN OUR NEXT WEBINAR

WEBINAR ONE // JANUARY 27 INNOVATION STRATEGY

WEBINAR TWO // FEBRUARY 17
INNOVATION PORTFOLIO MANAGEMENT

WEBINAR THREE // MARCH 17
ORGANIZATION OF INNOVATION

WEBINAR FOUR // APRIL 21
INNOVATION CULTURE AND COMPETENCES







