

In-house Innovation Canvas

Are you responsible for leading innovation at your organization? Use this canvas to align your innovation goals with the structure, teams and strategy to deliver them.

WARM-UP: To help you get focussed on your strategic context, capture some of the Drivers and Restrainers for innovation in the upper right and left corners of the canvas. You can build on these sections as you go...

1. Start with Why. What are your most important innovation goals? TIP: Try to limit your goals to the top 1-3 to help you focus.

2. Then move to the next ring out, and consider a) the Activities you undertake (think 'verbs' here), the Outputs you produce (the tangible stuff) and c) the ROI metrics you use to measure your success (be as specific as possible).

3. Next, think about the kind of Team, Infrastructure and Tech you will need support these activities, outputs and ROI measures. (the left side of the outer ring)

4. Move to the right side of the outer ring and consider the Governance structures you'll need, the Partners that can help you along the way, and a strategy for Communicating your success and learnings internally and externally.

As you work through these steps, capture any Actions and Questions that arise at the bottom of the canvas to take forward later.



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