# 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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# DRIVERS

What are the market or internal forces restaining innovation, or internal support for it, in your organization?

TEAM

People/skills

What other key

How is your team

Centralized or as a

network? If a network,

how is it configured

and managed?

Structure

structured?

Who are the people on

skill-sets are required?

your core team and

what are their roles?

#### Examples:

Increased competition Rapid change or disruption Changing customer needs Forward thinking leadership Internal champions and supporters **TECHNOLOGY** 

What are the essential tools, platforms and other tech needed to support your innovation goals? How do you collaborate, produce outputs, harness Al and research new tech?

### GOVERNANCE

How are key decisions around funding and management made? Centralized or decentralized? Are there steering groups or committees? How is top leadership kept informed and aligned?

### ACTIVITY

What activities does the innovation function perform to achieve its goals (your 'Why')? Be specific, and use active verbs: build, facilitate, train, etc. OUTPUT

What are the tangible deliverables that your activities produce? Are you creating prototypes and MVPs? Entire go-to-market strategies? Customer insight reports?

### WHY

What is the purpose of your innovation function? Your most important goals?

Examples Tackle disruption Enter new markets Create new products and services Enhance reputation as an innovator Engage/retain top talent Transform your culture Become more agile and adaptive

### **ROI MEASURES**

#### What to measure

**Examples:** New revenue ratio, payback period, IP value, customer satisfaction & retention scores, NPS, press coverage, culture change

#### How to measure

Examples: Customer satisfaction surveys, project retros, employee engagement surveys, future value modeling, The Innovation Impact™ Outcomes Assessment

### INFRASTRUCTURE

How are you organized to serve your purpose? What systems, processes or spaces (physical or virtual) enable your work? What administrative support is needed?

### **PARTNERS**

Which other functions in your organization can help you? Marketing, L&D, IT? How can external partners like consultancies or coaches support your goals?

ACTIONS What immediate next steps need to be taken? Who is accountable for them? By when?

# RESTRAINERS

What are the market or internal forces restaining innovation, or internal support for it, in your organization?

#### Examples:

Tight budgets Limited resources Leadership not aligned Lack of infrastructure Organizational silos Internal resistors and cynics

### COMMS

#### Internal

How are you communicating the value of your function? How do you capture success stories to build awareness and support? What channels are you using to share them with leadership? The wider orcanization?

#### External

How are you sharing your activities and stories with your customers? The market in general?



Where are there still unknowns or decisions to be made? What further information do you need? Who can help?