

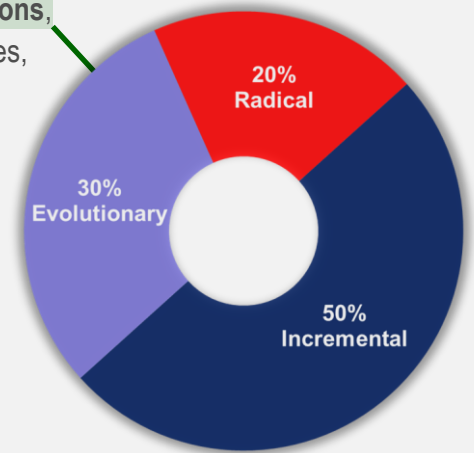
# INNOVATION BUSINESS PLANNING

## CONTEXT

Insurance company had 10-person Innovation Council with mandate from CEO to redesign a corporate innovation program which previously hadn't proven its value.

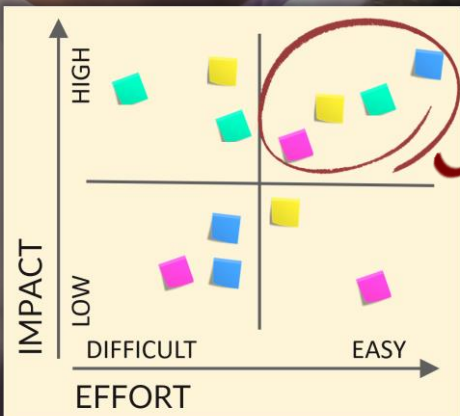
## APPROACH

- Designed two-day workshop with 10-person Innovation Council (BU stakeholders) to produce an Innovation Business Plan
- Pre-interviewed stakeholders to understand current state and design appropriate workshop activities
- Facilitated workshop and produced innovation program's Vision, Mission, Goals/Objectives/Metrics, Stakeholder Analysis, Org Structure, **Innovation Horizons**, Primary Innovation Processes, and Two-Year Roadmap



## RESULTS

- Obtained buy-in from BU stakeholders across the 10-person Innovation Council
- Recommended Innovation Business Plan to CEO; received sign-off
- Established the fundamentals for the company's innovation program whose leaders were still referencing this roadmap two years later!



Teams often get stuck moving from visioning and goals – to plotting actions across a roadmap. To catalyze it: plot activities on an effort-impact matrix then transfer those activities onto the roadmap.