

INNOVATION STATS

AN INFOGRAPHIC BY
vima

INNOVATION & STRATEGY

What do executives say?

80%



see current business model as
being at risk of being disrupted

84%



consider future success to be
very dependent on innovation

4%



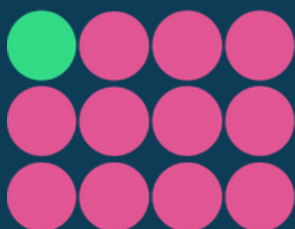
have not defined innovation
as a strategic priority

INNOVATIVE COMPANIES GROW
FASTER AND MORE PROFITABLY
THAN THE REST

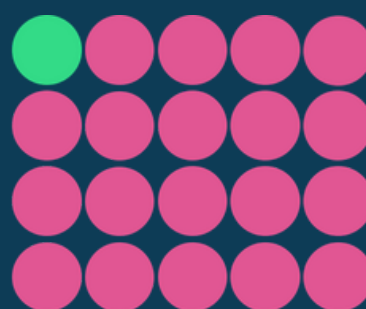
+11% REVENUE
+22% EBITDA

INNOVATION PERFORMANCE

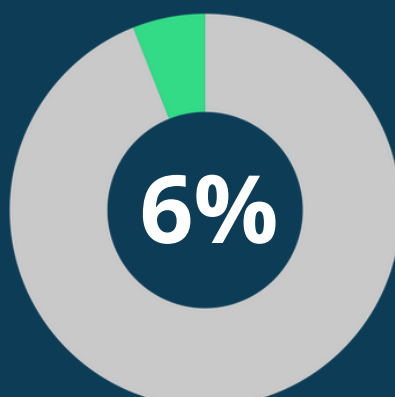
How hard is it to innovate, exactly?



11 OUT OF 12
STARTUPS FAIL



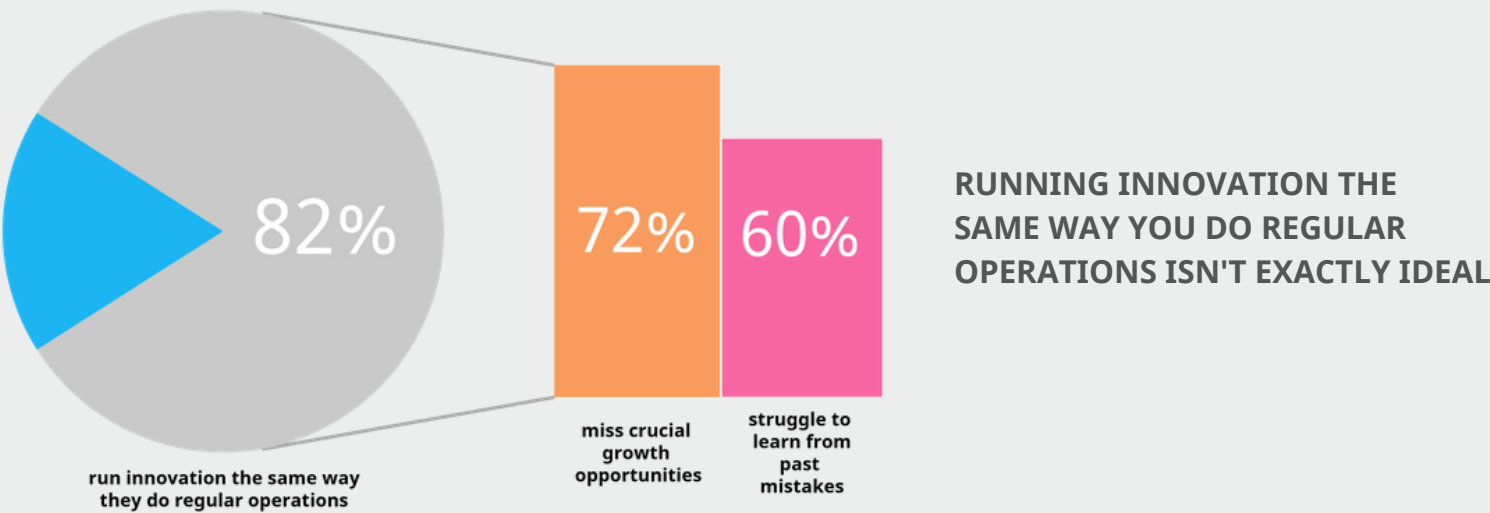
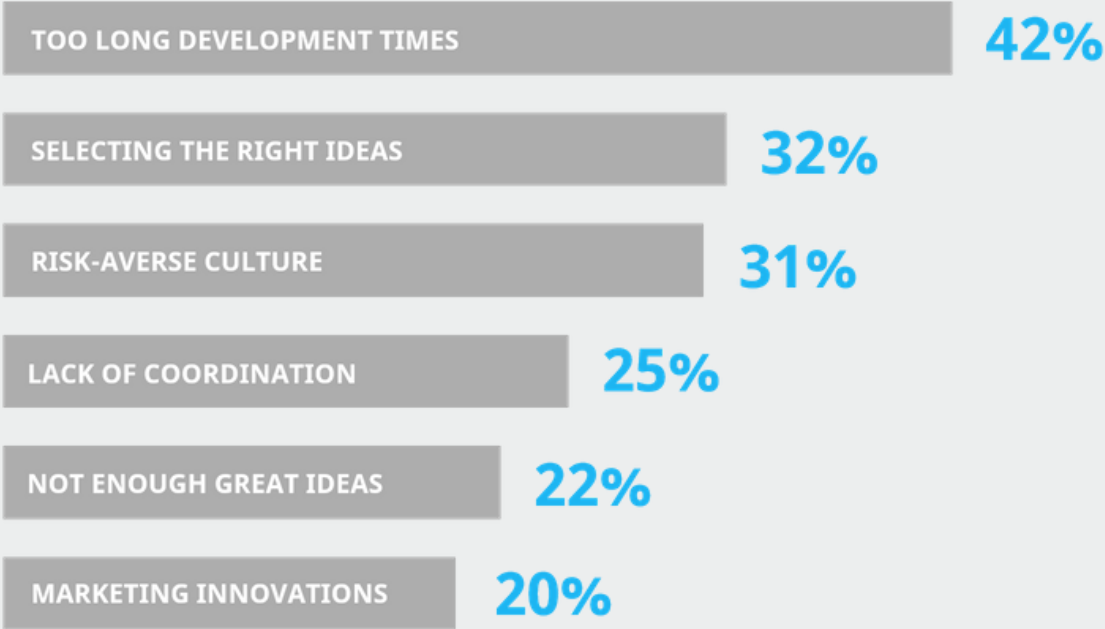
19 OUT OF 20
PRODUCT INNOVATIONS FAIL



OF EXECUTIVES ARE SATISFIED WITH
INNOVATION PERFORMANCE

CHALLENGES TO INNOVATION

What are the obstacles preventing innovation from happening?



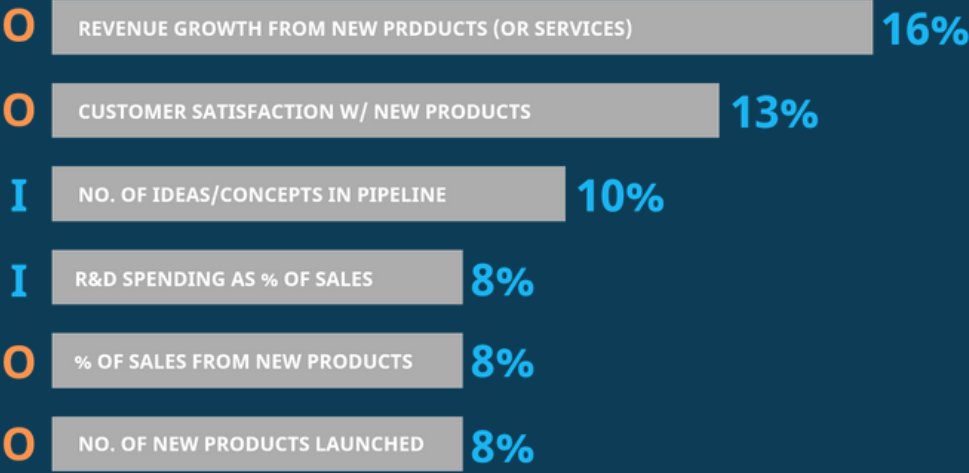
INNOVATION METRICS

Measuring innovation can be tricky

8

THE AVERAGE NUMBER OF INNOVATION METRICS USED BY ORGANIZATIONS

OUTPUT METRICS (O) ARE MORE POPULAR THAN INPUT METRICS (I)



71%

OF EXECUTIVES ARE SATISFIED WITH THE INNOVATION METRICS THEY'RE USING

...YET

ONLY FEW ARE ABLE TO USE THEM TO IMPROVE OVERALL INNOVATION PERFORMANCE, OR FOR OTHER SIMILAR ACTIONABLE PURPOSES

31%



Watch out for vanity metrics!

INNOVATION SUCCESS FACTORS

Proven ways to improve your performance

1.

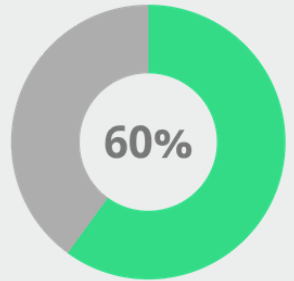
MEASURE INNOVATION HOLISTICALLY AND ACTIONABLY

The best innovators have been shown to measure the whole process and use their metrics to improve the way they innovate.

2.

NEED-SEEKER MENTALITY

60% of the top 10 global innovators focus on engaging customers and on being the first to market, very much in line with the "Lean Startup" and "Jobs to be done" schools of thought.



3.

ALIGNED STRATEGY & PRO-INNOVATION CULTURE

Organizations that have well-aligned business and innovations strategies and a pro-innovation culture **grow the value of their enterprise much faster.**

+30%
FASTER ENTERPRISE
VALUE GROWTH

4.

PORTFOLIO APPROACH

The best innovators have also been shown to look for an appropriate portfolio to match their goals instead of relying on a few individual innovation initiatives.

5.

AMBIDEXTROUS ORGANIZATIONAL STRUCTURE

Ambidextrous organizations have separate structures for existing and emerging business to account for their different needs and are thus much more likely to succeed in innovation.

3.6x
MORE LIKELY TO
SUCCEED IN INNOVATION

6.

OPEN COLLABORATION

The best innovators are very likely to support open collaboration both within the company and with external parties, whereas the rest rarely do so.

3.3x
MORE LIKELY TO
SUPPORT OPEN
COLLABORATION

7.

PROJECT APPROVAL NOT DEPENDENT ON FUTURE REVENUES

The best innovators also rarely base project approval on estimated future revenues, whereas the rest did so the majority of the time.

3.4x
LESS LIKELY TO BASE
APPROVAL ON PROJECTED
RETURNS

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