TOPs What to expect? **TOPs Approach Approach** What to expect? **RESULTS** Do you want to achieve short term or long term results? Short Term · · · · · · · · Long Term Focus on longer • Ensure long • More radical Focus on guick • Capitalize on • More low hanging incremental strategic term existence. concepts with wins. opportunities. longer term · Close to current fruits. concepts with **SCOPE** auick ROI. · Broad exploration of ROI. offering. Do you want to focus on existing or value proposition. disruptive technologies/markets? Inside Out · · · · · **Outside In** Stronger Start from future Start from existing • Stay close to More incremental • More radical market trends. Start technologies and diversity of concepts. expertise. concepts. from disruptive ideas. customer needs. · Satisfy current **ORGANIZATIONAL APPROACH** technologies. Aim for future customer needs. success. Who should initiate innovative initiatives? **Bottom Up** Top Down Initiatives within · Action driven. Faster process • Start from C-level Top • Longer process, specific business Focussed Slower structural and roll out across but higher chance management units. approach. integration. the organization. commitment. of long term **STAKEHOLDERS** Cross division success. Do you want to include external approach. parties into your innovation strategy? Open Closed · Integration of · External input. · Capture external • Focus on • IP-protection. · Focus on internal external • Customer insights. collaboration with expertise. internal stakeholders. stakeholders validation. (open innovation/ co-creation/...). **IDEATION** Where do you want new business Ongoing cross • Capture ideas · Broader extensive · Focussed set of • Focussed ideation Clear scoping concepts to be developed? division broad when they occur. variety of ideas. Project Based sessions on selected on specific ideas within Structural captivation of ideas projects. division. project scope. via online platforms. **EXECUTION** • Longer structurally Structural Structurally Which level of commitment do you want for the embedded programs engagement of embedded execution of your innovation strategy? Focused Concepts within stakeholders. Focused usage e.g. yearly innovation. Project Based · · · · · · · · · Structural Road to culture collaborations e.g. of resources. specific accelerator, Long term hackathons, project departments? incubation units, commitment. change. accelerators, ... acquisition scoping, **CULTURE** Do you want to promote a corporate • Planning & • Good for • Effective in 'ideation • Effective in 'scale' • Execution & failure Good for radical or a startup-like culture? & execution' phase. structure focussed. phase. incremental focussed. innovations. Startup Corporate · · · · · · · · Shareholder • Clear company fit. • Customer centric. Customer Validated innovations focussed. • Strong scalability. • Strong business satisfaction. concepts. focus. · Lower risk & high speed.



About this tool

The "Innovation DNA" is a tool developed to facilitate innovation strategy discussions with senior and executive teams. Using the

innovation DNA we designed & tailored innovation programs for leading organisations across industries around the globe.