

INNOVATION CLARITY

*A fast decision base
for your innovation projects*

**STEP 1:
INITIAL INTERVIEW**

The project sponsor is interviewed to get a first overview of the project scope, and to identify major stakeholders



**STEP 2:
PROJECT PREPARATION**

- Stakeholder List
- Info about current innovation setup
- Survey design



**STEP 3:
STAKEHOLDER SURVEY**

In the survey, stakeholders provide feedback about the current innovation system, and formulate insights on gaps and potential areas of improvement



**STEP 4:
STAKEHOLDER INTERVIEWS**

Based on the survey results, in-depth individual interviews are conducted with all stakeholders



**STEP 5:
INNOVATION CLARITY REPORT**

We now have information from 3 sources:

- Information the current innovation setup
- Stakeholder survey
- Stakeholder interviews

All this is consolidated into a concise report with:

- Identification of major problem areas
- 3-5 recommendations for improvement



**STEP 6:
PRESENTATION OF FINDINGS**

The Innovation Clarity report is now presented to the project stakeholders



**STEP 7:
DECISION TIME**

Decision about which recommendations to address



**STEP 8:
INNOVATION PROJECTS**

Innovation projects are designed and executed to realise recommendations:

- Design Sprints
- Insights Generation
- Process Improvements
- Organisational Changes



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INNOVATION CLARITY

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With more than 30 years of experience in research, management, and innovation, I've helped Roche, Novo Nordisk, Vestas, and hundreds of others to develop innovative products and services, add millions in profits and saving years of development time.