

Action Guide

365: Innovation accounting metrics to improve product management

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Application Questions

1. What metrics do you use to track innovation progress?
2. What obstacles do you face that reduce opportunities for disruptive innovation?
3. How could innovation accounting help you track and improve innovation in your organization?



Actions to Take

What to Do Now

- Use metrics to help your team make data-driven decisions.
- Be prepared to show your managers or board the confidence level of your project with evidence.

What to Do Soon

- Use metrics to measure innovation: pirate metrics (AARRR - acquisition, activation, retention, referral, and revenue), learning ratio, value/cost ratio, etc.
- Apply innovation accounting to strategy by understanding your strategy in your business area and your innovation return-on-investment.