

Action Guide

393: Tech-driven vs. market-driven innovation

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Application Questions

1. Does your organization tend to use market-driven or technology-driven innovation? What are the pros and cons of each?
2. What unique intersection of capabilities do you bring to your organization? How do you integrate ideas across different disciplines?
3. How do you make connections between technology and market fit?



Actions to Take

What to Do Now

- Look for sensors to sense the market need, especially customer interaction with existing products.
- If you have developed a cool technology, consider how you might apply that technology to a market your organization serves or an adjacent market.

What to Do Soon

- Consider talking to leadership about providing time for your team to experiment and pursue their ideas. Some companies like Google and 3M allow their companies to spend 15-20% of their time on their own projects.
- Whether you start with a market or a technology, perform a feasibility analysis to connect the product concepts to the market fit.