

Action Guide

429: Innovation practices of the best companies

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Application Questions

1. How would you describe your organization's innovation strategy?
2. How do you determine where to focus your front-end innovation?
3. When have you or your organization had to make a tough prioritization decision? How did you do that?



Actions to Take

What to Do Now

- Make sure you know your organization's innovation strategy. If you don't, or if your organization doesn't have a clear strategy, consider talking about this with your team or a senior leader.
- Using Magellan as an example (innovation workshops that include internal and external resources), evaluate what resources you have available or could gain to aid your discovery process.

What to Do Soon

- Evaluate your front-end innovation work and determine if the correct inputs or additional inputs could result in improvements.
- Use a disciplined and strategic approach to balance incremental, adjacent, and disruptive projects.