

## Seven Questions to Ask Yourself Before You “Innovate”

### MARKETING CHALLENGE: PIPELINE FILL

		Y	N
<b>Question 1</b>	Does your organization have a defined revenue or profit goal tied to “new products”?		
<b>Question 2</b>	Do you have a sharp definition as to what is meant by “new products”?		
<b>Question 3</b>	Do you have a sharp definition as to what “innovative” means to your organization?		
<b>Question 4</b>	Do you have executive sponsorship for the innovation mandate? That is a person that can mobilize people resources and fund the initiatives?		
<b>Question 5</b>	Do you have a well-defined process for managing the Front-End-of-Innovation?		
<b>Question 6</b>	Do you need help in translating your market research, insights, or voice-of-customer into opportunity areas?		
<b>Question 7</b>	Is your organization prepared to manage and vet an influx of ideas before they enter your new product development process?		

#### Your Results.

If you checked all **Yesses**, then congratulations. You don’t need us. Thanks for reading!

If you checked **No** on **Q5, Q6, or Q7**, call us. This is what we do! But we’ll still ask you Questions 1-4 because this clarity is essential before the ship sails.

## Get Smarter

- Have a [look at this white paper](#) which details more on best practices as it relates to managing the front end of innovation.

## Kickstart

Quickly activate the front-end-of-innovation within your own organization. In a half-day workshop, create a plan, and build momentum for an assignment.

- Scope your innovation assignment
- Decide on priorities
- Develop preliminary opportunity areas based on past research/institutional knowledge
- Team ideation
- Develop a research learning plan to validate opportunities and ideas
- Build internal momentum and team alignment on priorities
- Build organization capability