



Get Smart

Brief

SEVEN QUESTIONS TO ASK YOURSELF BEFORE YOU “INNOVATE”

MARKETING CHALLENGE: PIPELINE FILL

		Y	N
Question 1	Does your organization have a defined revenue or profit goal tied to “new products”?		
Question 2	Do you have a sharp definition of what is meant by “new products”		
Question 3	Do you have a sharp definition of what “innovative” means to your organization?		
Question 4	Do you have executive sponsorship for the innovation mandate? That is a person that can mobilize people resources and fund the initiatives?		
Question 5	Do you have a well-defined process for managing the Front-End-of-Innovation?		
Question 6	Do you have confidence in your team’s ability to translate your market research, insights, or voice-of-customer into opportunity areas?		
Question 7	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.



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



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- Does your organization need a responsive helping hand when conducting do-it-yourself research? Our consultants are available to assist with problem definition, project scoping, reviewing discussion guides, reviewing questionnaires, interview coaching, and more. This is the best way to offer your team the training and support they need to elevate customer understanding across the organization. Blocks of time can be booked according to your needs. [Contact us](#) for more details.
- Check out our [event schedule](#) for upcoming workshops.



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
- Ideate with the team
- Develop a research learning plan to validate opportunities and ideas
- Build internal momentum and team alignment on priorities
- Build organizational capability