

Crowdsourcing

Is used quietly by well known brands to innovate more quickly, cost effectively and at lower risk than other methods. It is usually run by an external partner. The ideal solution is specified and then placed with a crowd for proposal of solutions. The final solutions is selected by the client.



M & A Capability

Alignment between M&A capability and innovation creates the opportunity to move quickly in acquiring new products, services and capability.



Operational Agility

An agile operating model includes, a culture supporting innovation as well as enhanced analytics and generative AI



CROWD INNOVATION

Innovation Process



A formal innovation process reduces time to develop innovations, and ensures delivery on budget.

R & D



Patents are a key indicator of R&D success. Top performers produce 100 strong patents more than competitors.

Resources



Sufficient resources (people, technology and funding) are critical for innovation success. Given the importance of innovation to growth, this should be seen as an investment and prioritised even in crises.