

# Innovation Management Canvas

## SUPPORTING

- Which partners can support us?
- Which external sources of knowledge are helpful?
- What can outsiders do better than us?
- Are there Open Innovation Partners?
- Are there Cross Industry Innovation Partners?
- Which external sources of inspiration do we use?
- Which networks can support us?



## LEADING

- Who is representing our mandate?
- What is the scope of the mandate?
- What is the duration of the mandate?
- How often will the mandate be renewed?
- What is the mandate's budget?
- Which important stakeholders are on board?



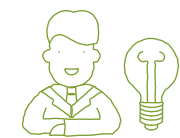
## SCOUTING

- How do we measure our ability to innovate?
- What are our short-term goals?
- How do we recognize short-term innovation potential?
- How do we balance internal and external innovation?
- How do we maximize project success?
- How do we increase the speed of innovation?
- How do we manage our stakeholders?



## ORGANIZING

- Who manages and organizes the Innovation Management?
- What are the roles and time budgets?
- What are the exact tasks?
- What are the responsibilities?
- What do prototyping budgets or microbudget models look like?
- What do the organizational goals look like?



## COACHING

- How and who distributes the necessary innovation knowledge within the company?
- How and who leads and moderates the innovation projects?
- How do we develop the necessary mindset?
- How do we develop an operational culture of innovation?
- How do we identify the relevant methods and tools?



## TALKING

- What does our marketing look like?
- What topics and results do we communicate externally and how?
- What communication budget do we have?
- Who is responsible for communication?
- What are our communication goals?



## DEFINING

- What is our definition of the word „innovation“?
- Do we have one or more definitions?
- How do we deal with our definition?
- How do we make the definition known?



## GUIDING

- How are the innovation topics identified?
- How do we design our project roadmap?
- How do we identify key technologies?
- What are the long-term goals?
- What does our innovation strategy look like?
- On which strategic axes do we pay in?
- How do we recognize relevant trends?

