



Innovation Strategic Framework

Finding Solutions for Existing Priorities & Needs, Aligned to the Business Strategy

Changing market landscapes have and will continue to be a constant reality in business. Whether that is due to customer demand, your competition, economic factors, new technology or a global pandemic. Businesses that innovate to identify strategic opportunity spaces, experiment with alternative solutions and act quickly are better positioned to maintain and accelerate their business through any changing environment.

N³ Innovation has developed the **Innovation Strategic Framework** to define the process and tactics a corporate innovation team can execute to drive business innovation. The strategy is intended to generate a new steady stream of innovation opportunities based on how market dynamics will evolve. The first stage in the process is to find and assess the ***existing priorities & needs, aligned to the overall business strategy***.

In order to maintain a competitive advantage, companies must adapt to new market changes and capture the opportunity by reexamining innovation operational structures. This includes being able to identify the most relevant and valuable business issues to solve. Look for ideas that will uncover critical business challenges and develop solutions that will not only improve the core business, but also create transformational opportunities.





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Finding Solutions for Existing Priorities and Needs

Where should corporate innovation teams begin to identify the strategic opportunity areas – especially during transformational times? They can start by taking a closer look and reevaluating the innovation pipeline. Take the time to reprioritize each initiative, identify those that will drive business results and implement new ideas quickly while reducing risk.

Teams must activate to capture quick-win opportunities that are aligned with strategic business priorities in order to create tangible results – whether that’s in 4 months or a year. Demonstrating quick-wins that deliver key business value support building trust and building the identity of the team within the organization. Successful quick win projects can also create program momentum and develop openings for longer horizon business initiatives. Innovation projects that can deliver rapid results through quick-wins are an important component of the overall innovation roadmap and portfolio.





N³ INNOVATION



**Capture the
Opportunity**

About N³ Innovation

N³ Innovation's mission is to help corporate clients create measurable enterprise value by inventing the future. Clients have generated millions of dollars of revenue in new markets, with new products and new technologies.

Schedule a 30-minute call to learn more about the Innovation Strategic Framework and to have the team provide an assessment of your current innovation process.

Contact us today info@n3innovation.com

