

Innovation mission map

COMPANY NAME

EXTERNAL DRIVERS

INTERNAL DRIVERS

A Future opportunities
What opportunities would accelerate the growth of your organisation?

C Corporate strategy
What is the overall mission of the organisation?

1 Technologies
What technologies could support the growth of your company?

5 Long term
What is the long term strategy of the organisation?

2 Markets
What new markets could you enter?

Innovation mission
Define the mission for innovation split up in 3 big pieces

Mission

1.

2.

3.

6 Short term
What is the strategy for the coming year?

3 Long term
Who/What will disrupt you in the long term?

7 Central
What is the central role/activities of innovation today?

4 Short term
What/who is disrupting you in the short term?

8 Decentral
What is the decentral role/activities of innovation today?

B Disruptors
What might disrupt your industry?

D Role of innovation
What is the role of innovation today?