

From a strategic level an innovation has often a most primary focus and can be typed as: finance, process, product of delivery innovation. In practice most innovations will change something in every type and that makes it hard to keep focus.

This model helps you to find who the owner/sponsor should be within your organization and focus on making the innovation successful in the (near) future.



Invention	A completely new product that is new to the world.	High risk
Innovation	An existing product, but new for the organisation. (no IP)	Medium risk
Improvement	You currently produce this product, but want to improve it.	Low risk

Further reading:

https://padlet-uploads.storage.googleapis.com/125528253/b85ccce6c3fe3f4697c3234af39c80c0/Innovation_Toolbox_2_0.zip



Sample

INNOVATION SCOPING CANVAS

PROJECT NAME:

DESIGNED BY:

DATE:

VERSION:

INNOVATION DEFINITION
WHAT IS OUR INNOVATION DEFINITION?

INNOVATION GOALS
WHAT ARE THE INNOVATION GOALS?

WHY
WHY DO WE INNOVATE?

HOW
HOW DO WE INNOVATE?

WHAT
WHAT INNOVATIONS DO WE DO AND WHAT NOT?

TARGET GROUPS
WHO IS THE INNOVATION TEAM AND WHO ARE IMPORTANT STAKEHOLDERS?

TYPES OF INNOVATIONS
WHAT TYPES OF INNOVATION ARE IN SCOPE FOR INNOVATION SUCCESS?



Sample

INNOVATION SPRINT MODEL



Sample

Female

PERSONA CANVAS

PROJECT NAME: _____ DESIGNED BY: _____ DATE: _____ VERSION: _____



PERSONAL DEMOGRAPHICS
THINK ABOUT: AGE, MARITAL STATUS, EDUCATION AND INCOME

COMPANY INFO
THINK ABOUT: INDUSTRY, COMPANY SIZE, REGION OF SERVICE

NAME:
 TITLE:

FUNCTION
THINK ABOUT: REPORTS TO, YEARS IN ROLE, ESSENTIAL DUTIES

GOALS AND VALUES
THINK ABOUT: PROFESSIONAL GOALS, VALUES

PREFERENCES AND OBJECTIONS
THINK ABOUT: WHAT DOES THIS PERSON PREFER AND WHAT DOES THIS PERSON OBJECT TO

PERSONAL QUOTE
WHAT IS A TYPICAL THING THIS PERSON WOULD SAY