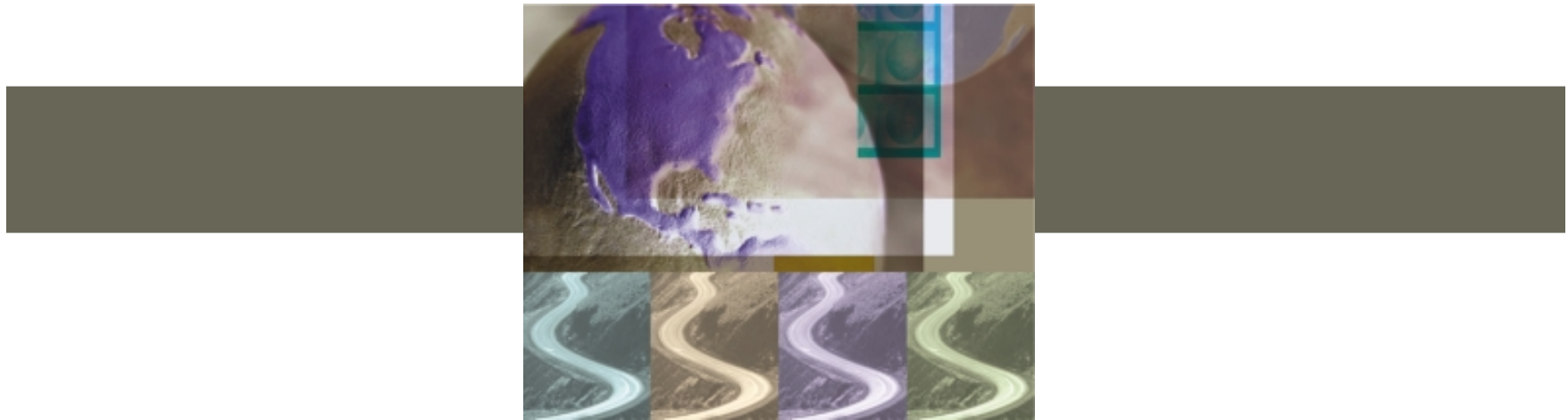


# The 4 Roads to Innovation

*presented by*  
**FireMark**



Firms need to simultaneously address the four “roads” of innovation to foster the desired business results and cultural environment. Our approach involves an audit and alignment of these directives.



### **Business Strategy**

*Imaginatively define the business horizon — “What is the business we want to be in?”*



### **Business Process**

*Provide assets for the organization to effectively compete in those ventures*



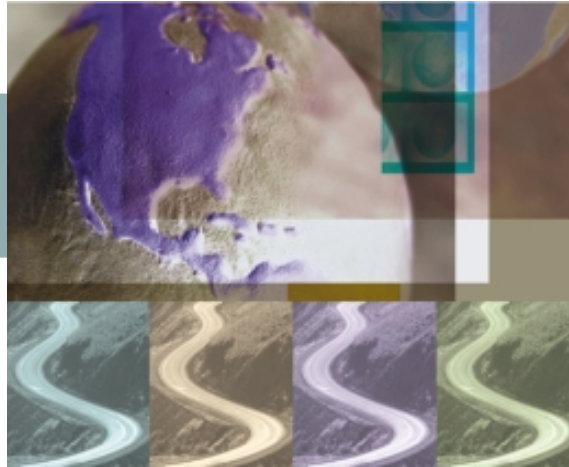
### **Organization Dynamics**

*Align human resource systems to support and reward behaviors necessary for those ventures*



### **Leadership**

*Effectively communicate the desired behaviors and create environment for new attitudes to emerge*



## **Road 1: Business Strategy**

### **1. Implicit/Explicit strategy review**

—*What is the gap, if any, between what we are doing and what we believe we need to do?*

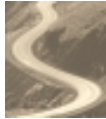
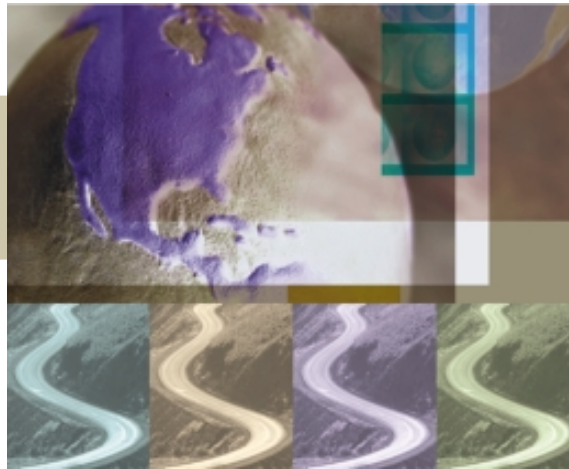
### **2. Define the Growth Agenda**

—*What do we believe is our best shot at growth?*

—*Identify the 3 Big Rocks*

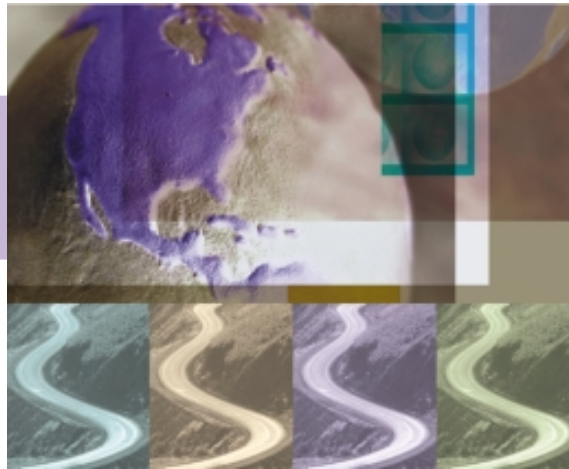
### **3. Identify the role of innovation and innovation culture**

—*What are the best levers for accomplishing the Growth Agenda?*



## Road 2: Business Process

1. Assess the systems ability to support the Growth Agenda
2. Assess the innovation capability
3. Ensure rapid process improvement system  
*—Provide a method for continual improvements to structured system*
4. Develop system of metrics, if necessary, to track progress



### **Road 3: Organization Dynamics**

#### **1. Ensure talent alignment**

*—Do we have the right people in the right places to meet our goals?*

#### **2. Compensate and reward innovation**

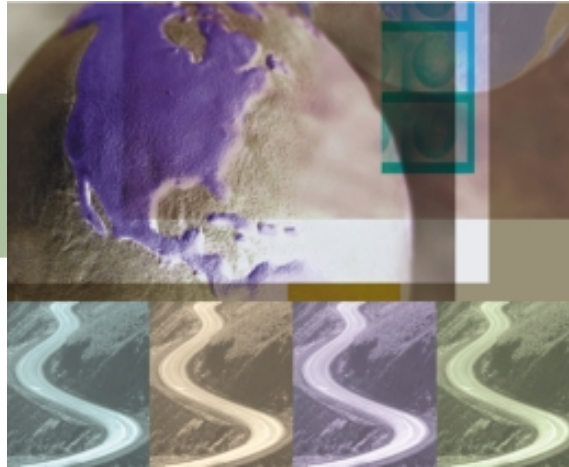
*—Are we supporting our Growth Agenda?*

#### **3. Design organizational tools for innovation**

*—Have we created an architecture of participation?*

#### **4. Provide training and development for innovation**

*—Do we have the skill sets needed?*



## Road 4: Leadership

1. Ensure senior level support and on-going commitment
2. Identify compelling, poetic vision
  - “*Strategy by story*” coaching
    - *Identifying and coordinating stories that promote innovation*
3. Manage the message of innovation over time