Metrics that Matter

INNOVATION PIPELINE CONVERSION

Measure how effectively your organization moves ideas from conception to execution — and identify where innovation stalls, slows, or loses momentum along the way

Why It Matters

Market research year-over-year continues to underscore that while innovation remains a top priority among executives (particularly CEOs), many feel their progress to being truly innovative stalls. Successfully turning novel ideas into sound execution can hit a number of roadblocks — from culture barriers to resource availability to whirlwind work competition. As organizations double down on innovation, the concept of a healthy “innovation pipeline” becomes critical for assessing progress. Pipeline conversion for innovation can be positioned much like a pipeline for Sales, with “ideas” taking the place of opportunities. And, for any given period of time, the question becomes how many ideas that are conceived by our team end up being fully advanced and executed?

While not all ideas need to move from conception to execution, tracking the journey from ideation to actualization helps organizations gain clarity on how their culture fosters (or impedes) innovation.

Opportunity Conceived (10%)

- Self-service analytics (160 hours)
- Employee scheduling process (200 hours)
- Quality control improvements (65 hours)

Solution Identified (25%)

- Tracking leads in CRM (300 hours)

Design (50%)

- Employee onboarding app (150 hours)
- Standard invoices for accounts receiveable (75 hours)

Implementation (75%)

- Automated Reporting (120 hours)
- Standard trainings in LMS (60 hours)

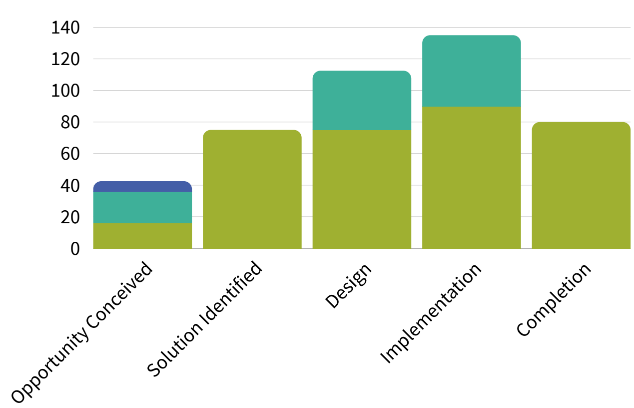
Completion (100%)

- New inventory management processes (80 hours)

Above, pipelines are defined with a percentage that represents a likelihood of completion. Here, each initiative is assigned an annualized savings in person-hours, which ultimately contributes to an anticipated savings based on the percentages.

To the right, the different colors represent different initiatives in each stage. The total pipeline value is the weighted hours saved. “Completion” items can then circle back to the beginning in a continuous improvement cycle, to keep iterating and innovating.

Weighted Pipeline Value by Stage



445
Total Pipeline Hours