

Status of innovation Departments

*2019 Survey Results - 26 Respondents
from 17 different companies*

Summary of Nosco mini survey

Data from 17 companies

Organisational setup

The majority have **more than 5** people with “innovation as the primary responsibility.

Setup varies the majority having **delegated responsibility to lines or integrated** with other functions.

Most innovation departments **do not have physical spaces** dedicated to innovation.

The question is, how to balance proximity to the business and the need for autonomy and isolation of early-stage innovation projects?

Strategy & role of unit

Although, being a priority for the majority of companies, **the majority does not dedicate enough resources or prioritize it indirectly.**

Almost half of the respondents **do not have a roadmap** for innovation (yet) and only 15% state, that they have a clear roadmap for innovation **that is actively used and known** in the organization.

The innovation departments primarily have a role as a **collaborator and facilitator** of innovation and they focus on **Horizon 1 and 2 projects**.

The question is, how to make sure innovation gets the attention and resources needed as a standalone discipline while proving its business impact?

Desired future state

Innovation departments wish for becoming **explorers** of new innovation with a focus on horizon 3 projects: **adding new business lines** to the organization.

The question is, does the current organizational setup (close organizational integration) prevent the desired future state?

Get value from Innovation

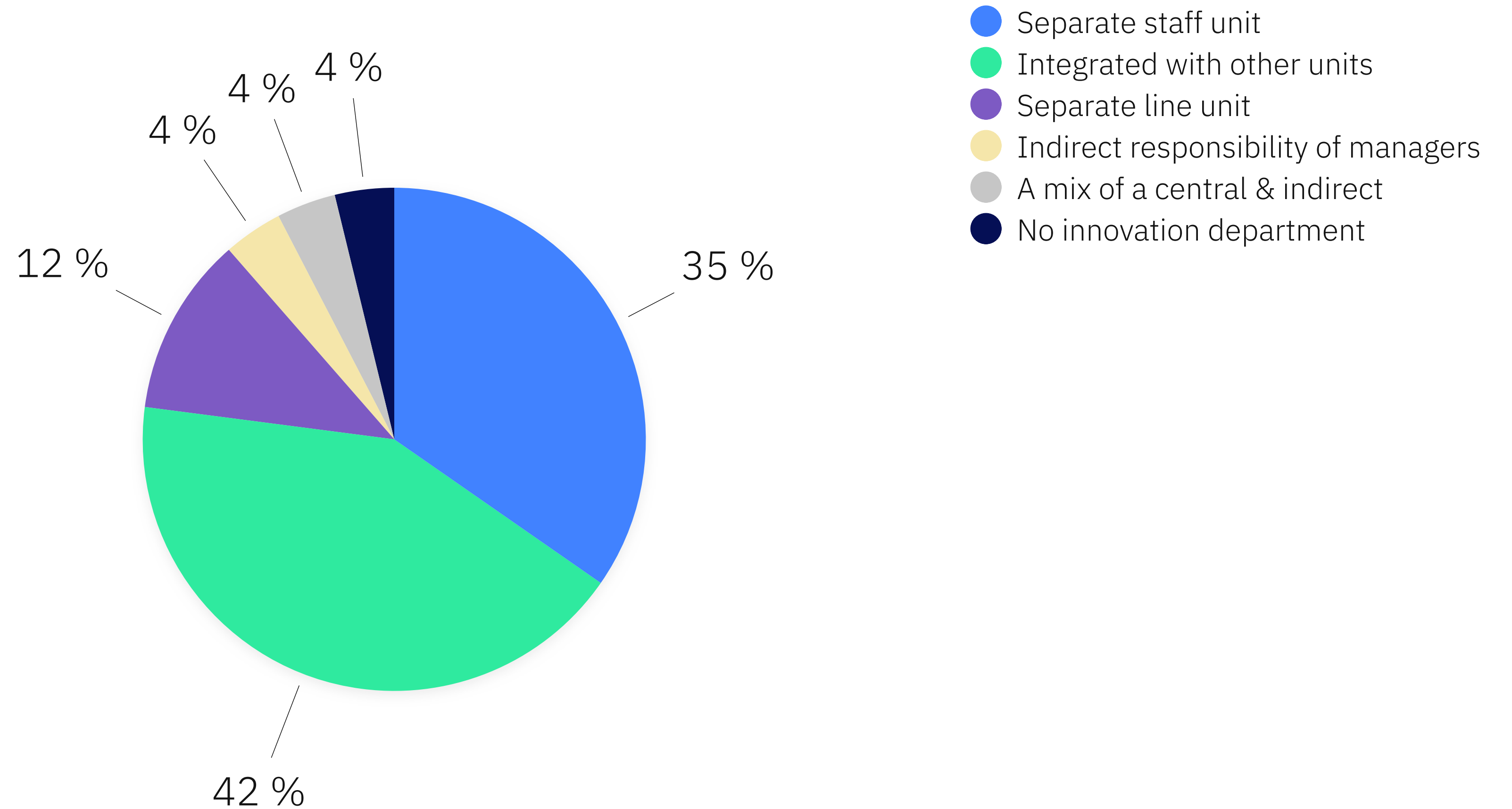
Only **27% have an established process for incubation.**

82% are lacking some or have no/few capabilities for running incubation projects.

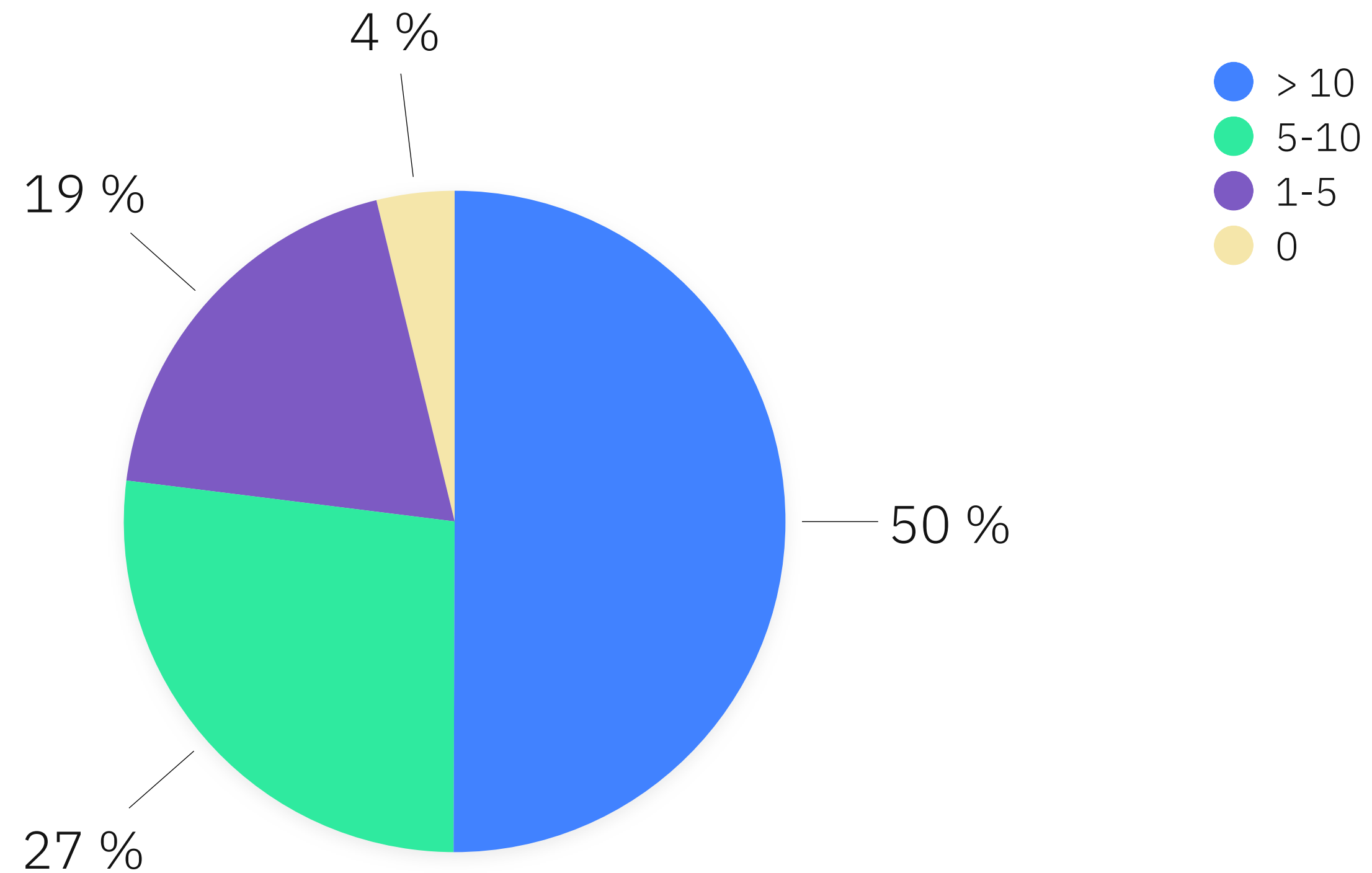
The majority are **not highly collaborative** when it comes to commercializing ideas (in fact, only 2 respondents answer yes to being highly collaborative).

The question is since most corporate innovation dies due to lack of the right sales and marketing effort*, how is it possible to establish a clear process and ensure a high level of cross-organizational collaboration?

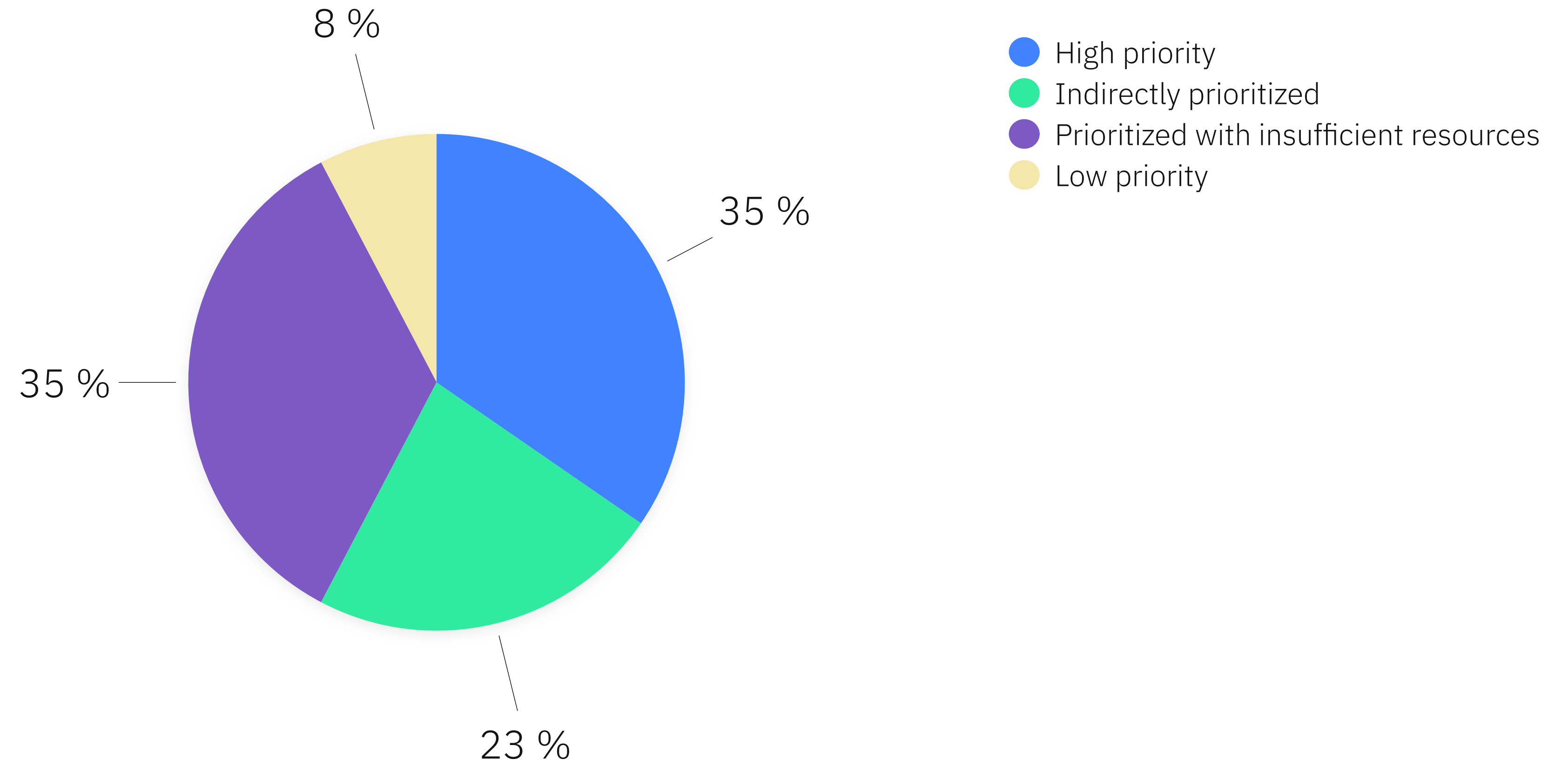
1. How is innovation organized in your company?



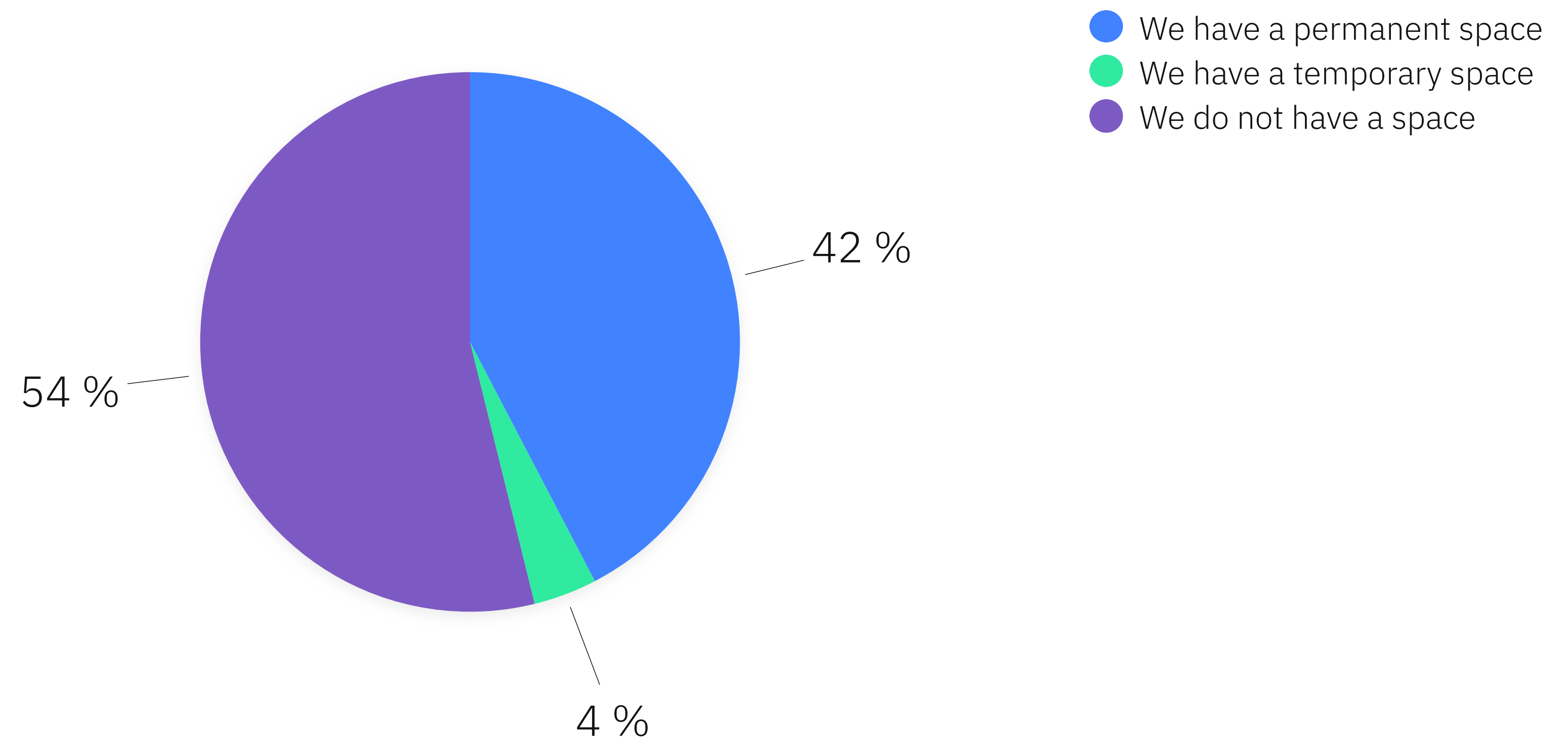
2. How many people have innovation as their primary responsibility?



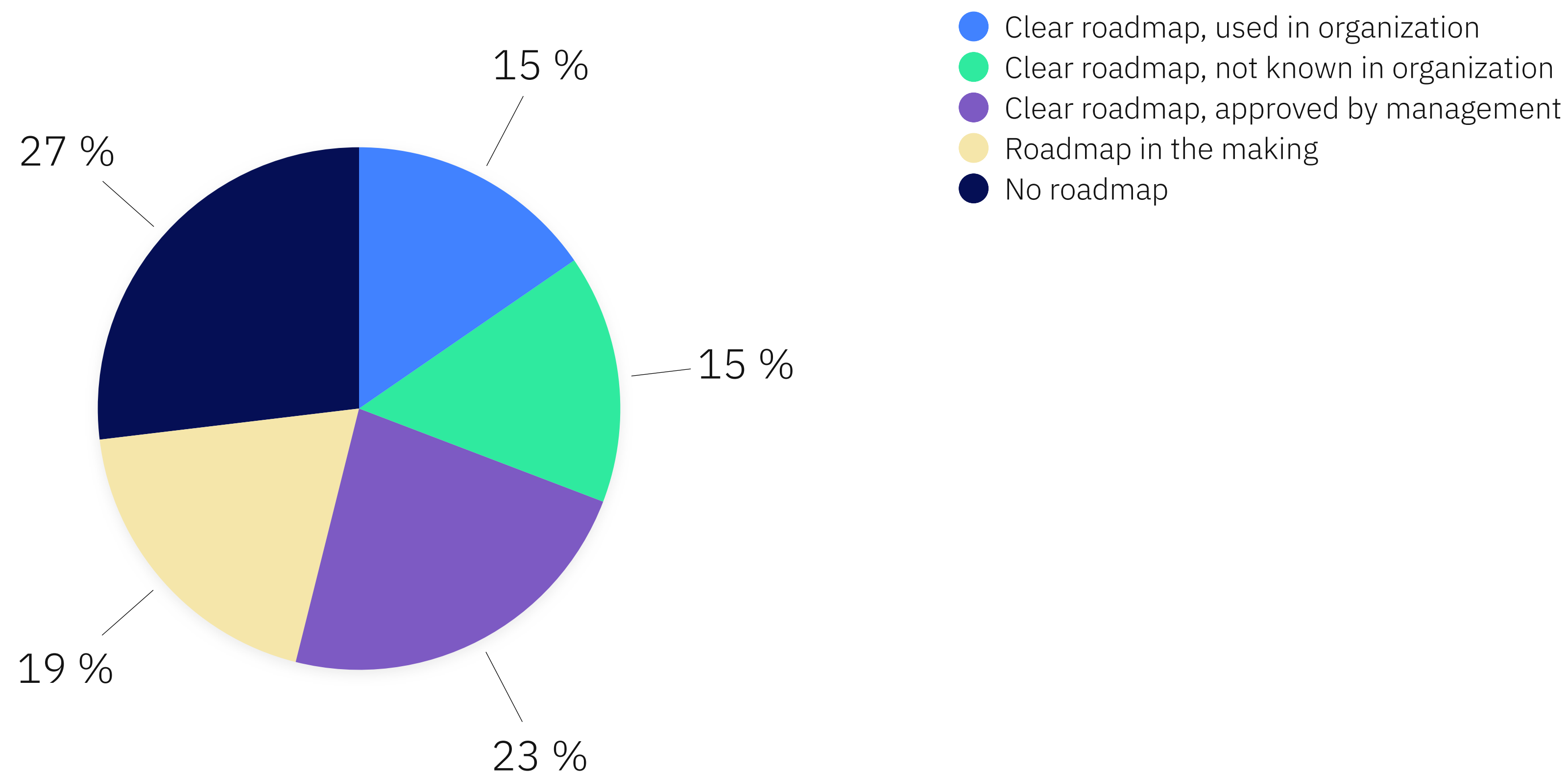
3. Is innovation a clear priority in the overall strategy of your company?



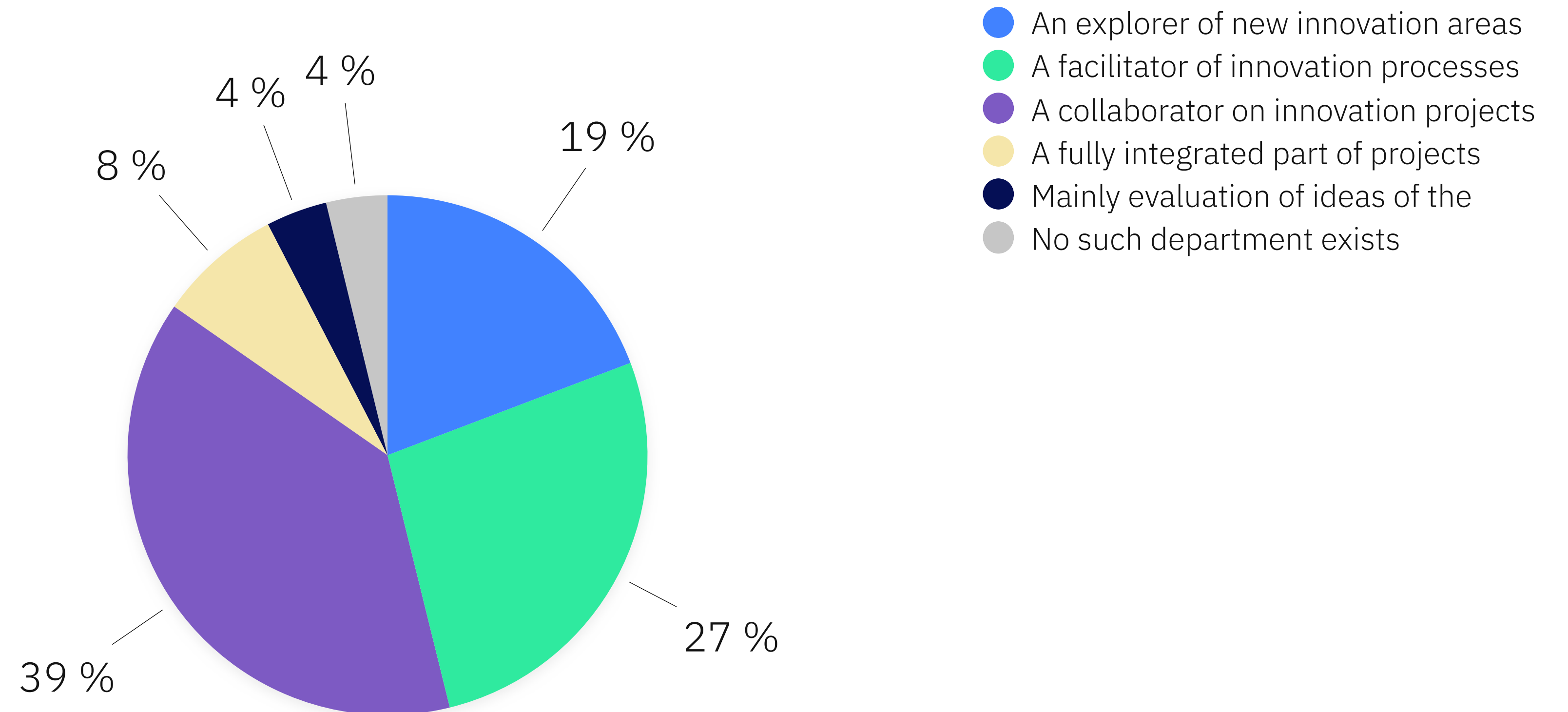
4. Do you have a physical space for innovation in your company?



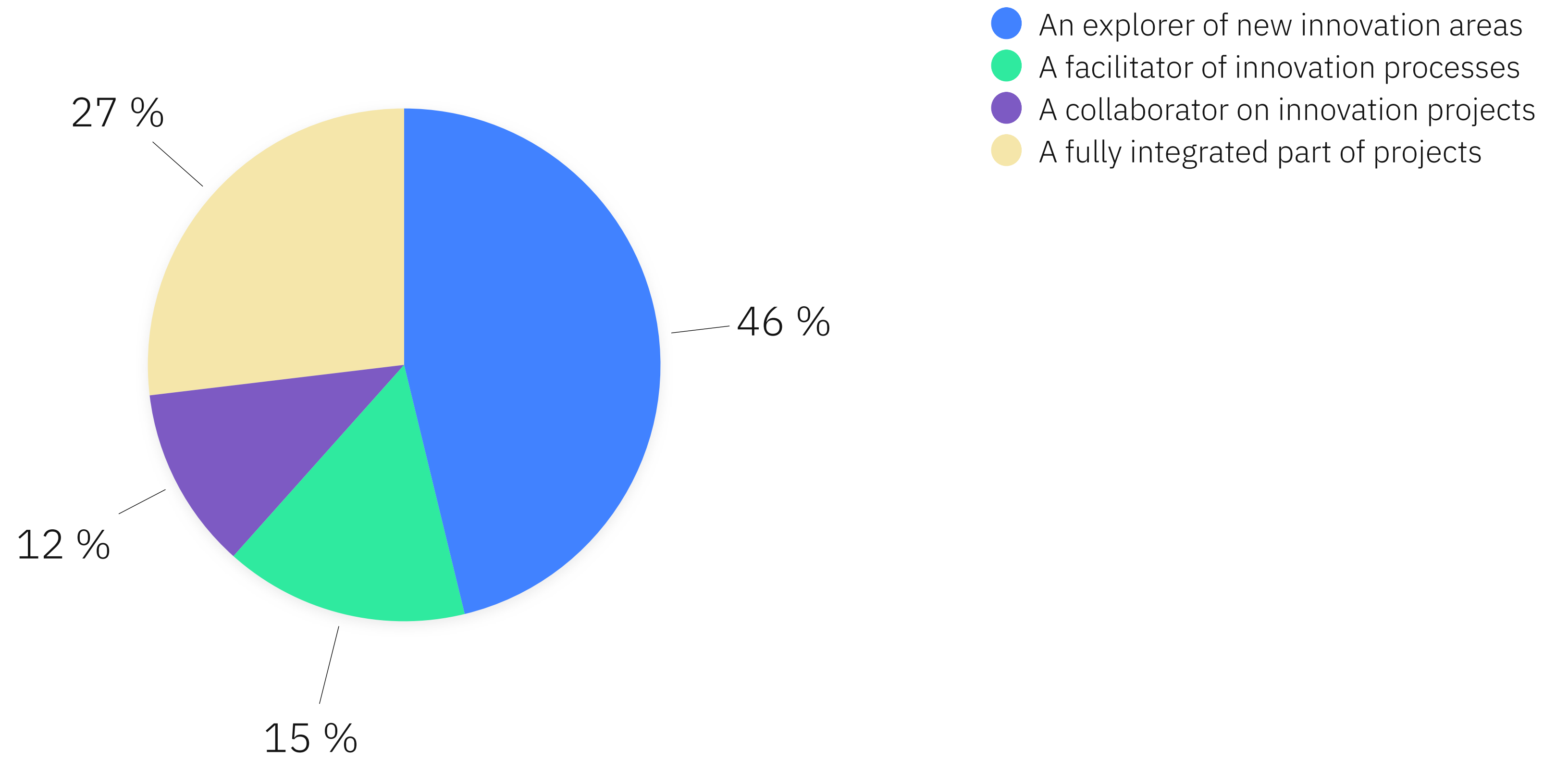
5. Is there a clear and long-term roadmap for innovation activities that is known and used in the organization?



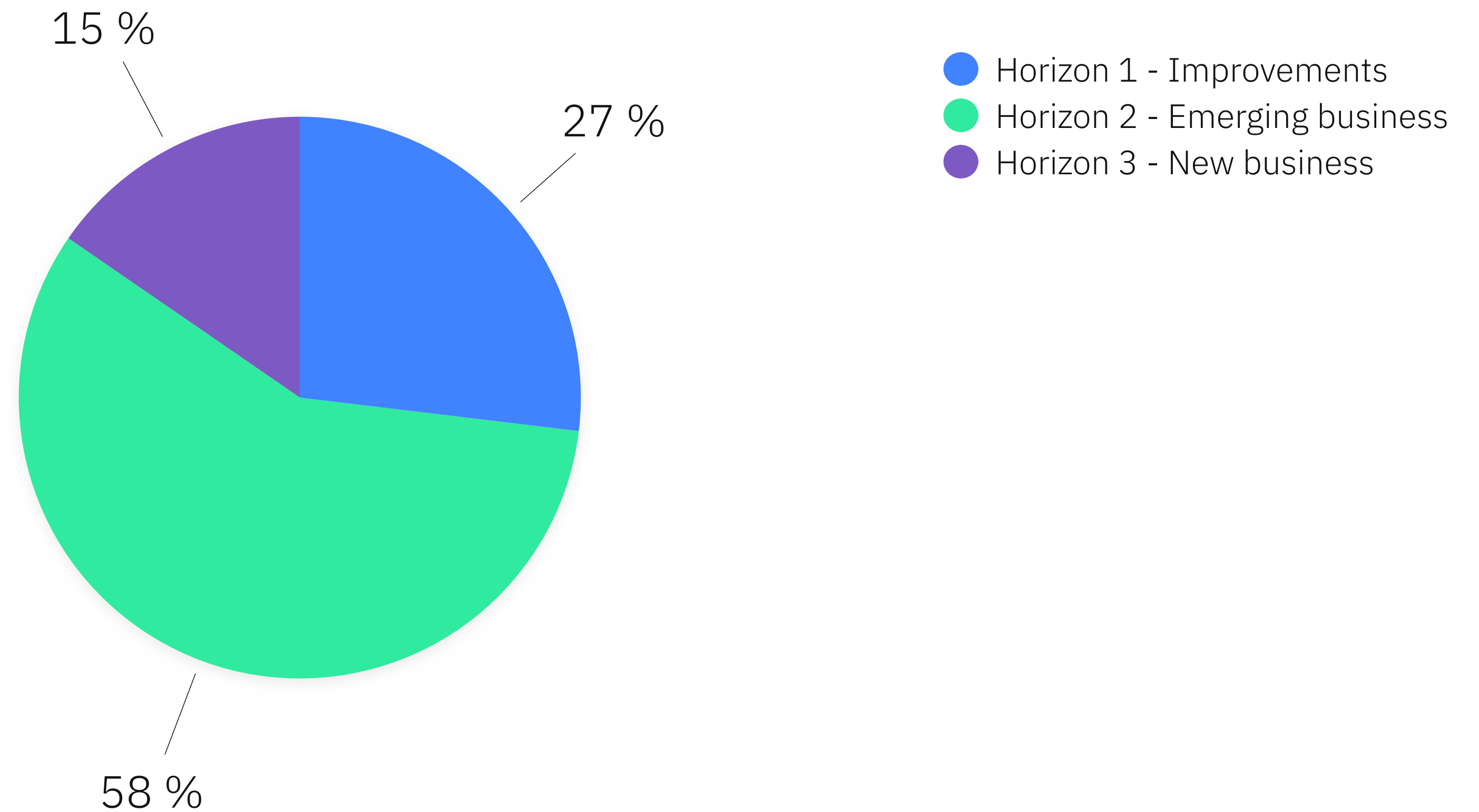
6. Which primary role does the innovation department play in your company today?



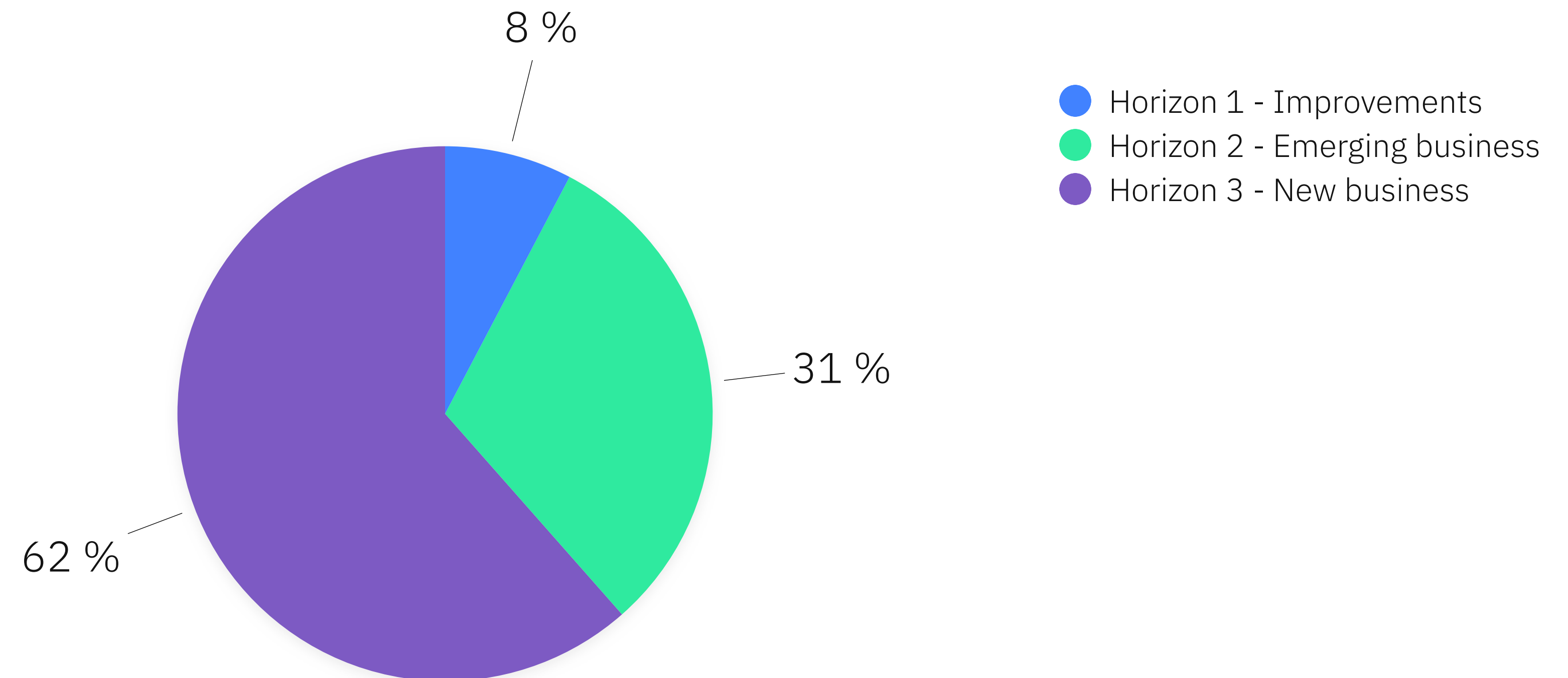
7. Which role would you like to see the innovation department take in the future?



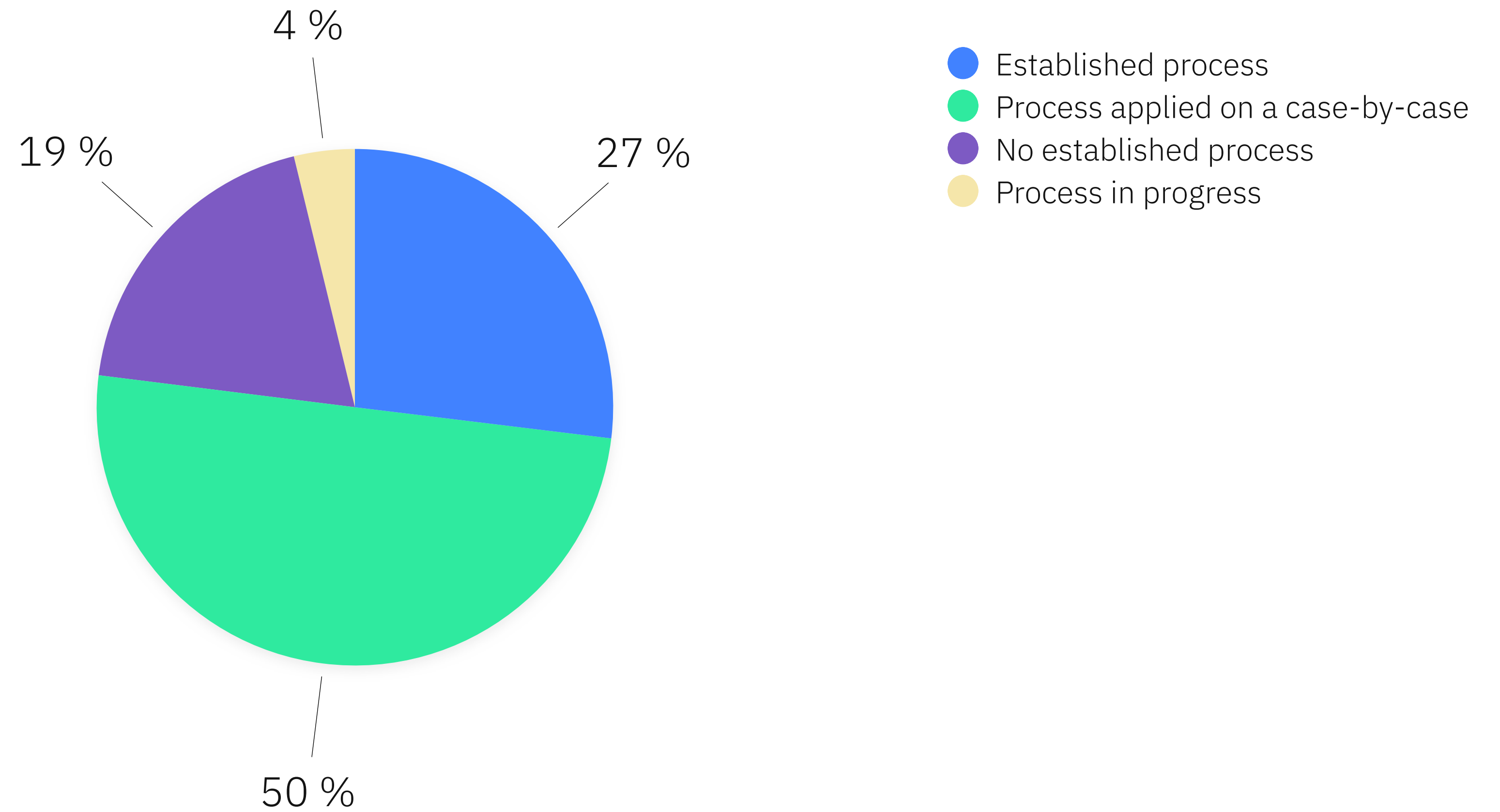
8. Which type of projects have primarily been run by innovation?



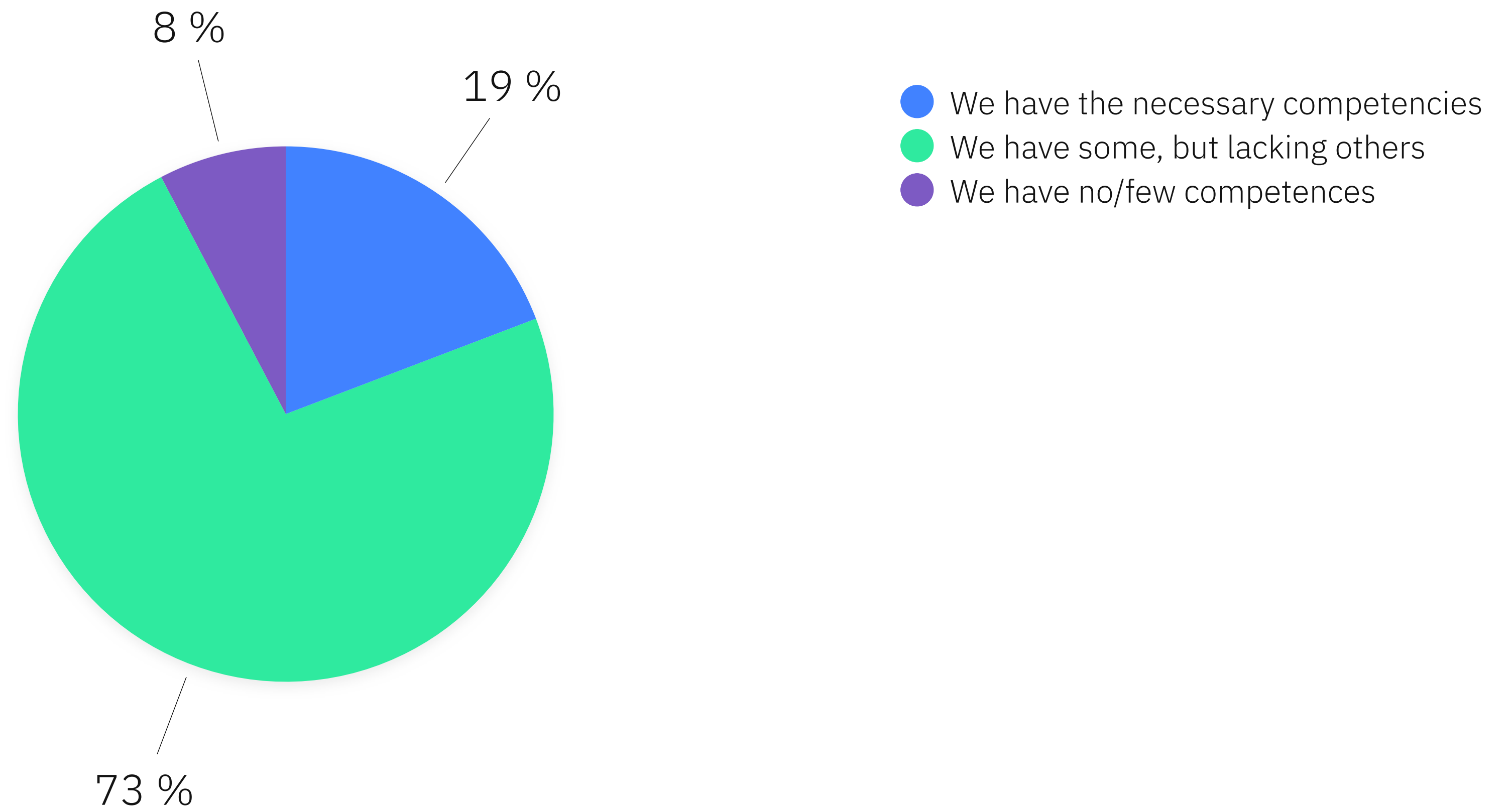
9. Which type of projects do you foresee that innovation will run more of in the future?



10. Is there an established process for incubation?



11. Do you have the necessary competencies and capabilities to run incubation projects inhouse?



12. To which extent is there a cross-organizational effort to commercialize ideas?

