



Roadblocks to Innovation

Workshop Overview

The 50 Real Reasons Why Innovation Fails to Deliver Revenue





A brand & innovation consultancy
purpose-built to create
the *now, near* and *next* for brands ...

We Live in an Era of

Innovation

Ambition

Rising
Consumer Expectations

84%

*of consumers say it is important
for brands to be innovative.*

Lab42, 2016

Growing
Executive Hunger

97%

*of CEOs see innovation as a key
priority for growth.*

PwC, 2016

Increasing
Organization Commitment

86%

*of Fortune 500s have a formalized
innovation program.*

Accenture, 2017

While definitions, structure and activities may differ,
the outcome most innovators seek is...

INNOVATION

REVENUE GROWTH.

97% of CEOs see innovation as a key priority for growth. PWC, 2016

The Harsh Reality?

Innovation's **failure rate** has never been higher.

70-80%

of corporate innovation projects fail to result in any in-market outcome.

McKinsey, 2016

85%

of new innovations fail to meet revenue expectations.

Harvard Business School, 2015

Why Does Innovation Fail?

**Innovation doesn't fail for lack of
ambition, investment or ideas.**



Difficult to Scale



Your proposed idea is compelling, but it is too expensive and expensive on existing resources.

Idea Roadblock

Time-Starved Team Members



Your key players do not have enough time to devote to your initiatives, causing them to lose valuable momentum.

Risk/Reward Imbalance



Your organization lacks a common vision for the future and the essential resources and methods for how to innovate from that vision.

Requires New Execution Muscle



Your portfolio of ideas demands execution capabilities that the organization doesn't possess. You're unable to convince leadership to make the necessary investments.

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Overreliance on Quant



Your idea has no clear path to market based on the company's existing channels and distribution.

Play It Safe for Quick Wins



Innovation resources are stretched thin and you're feeling pressure to deliver in-market results. Therefore, you opt for safe bets that are likely to succeed but yield only small returns.

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No Home in the Organization



Despite your best efforts, you and your stakeholders have not been able to clarify project objectives, timing, which leads to a misallocation of resources and a lack of accountability.

Unclear Objectives



Slow Decisions



Teams are not empowered to make decisions, therefore progress is slowed and ultimately indecision and inaction sets in.

Project Roadblock

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Unrealistic Revenue Hurdles



Ideas are held to the same revenue and margin standards as the core business, which snuffs out promising opportunity areas before progress is made.

Organization Roadblock

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Dependent on External Partners



Your proposed idea is heavily contingent on collaborating with an external partner, which your organization resists.

Idea Roadblock

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No Enterprise Innovation Portfolio



Your organization lacks oversight or management of the total organization-wide innovation portfolio and pipeline.

Organization Roadblock

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Do these issues look familiar?

These are the 50 Real Roadblocks
why innovation fails to deliver on revenue ambitions.



ROADBLOCKS

LPK's Roadblocks Cards are utilized within:

52 Fortune 500 Organizations

14 Industries

31 Countries

6 Continents

40+ Workshops

www.lpk.com/roadblocks



I need to...

Overcome my hidden roadblocks to innovation.

Roadblocks Workshop for Innovation Teams

The hunger for top-line growth has never been stronger. The belief in innovation's potential has never been greater. The harsh reality? Innovation's failure rate has never been higher.

In this interactive workshop LPK will help you and your team uncover and eliminate the hidden roadblocks to innovation.

Not another "blue-sky brainstorm" session, adding to the post-it note mountain of ideas - this Roadblocks Workshop identifies how to drive top-line growth of your organization by shining a light on obstacles that cause 75% of corporate innovation programs to fail to result in any in-market outcome. Learn more at lpk.com/roadblocks

Outcomes

**Identify Your Real Roadblocks.
Increase Speed to Market.
Fortune & Glory.**

Example Outcomes

“Better than I even imagined!

You delivered on the goal of creating more understanding of the roadblocks faced by all of the diverse teams, and 160 members within the Strategy and Innovation pyramid.”

Chris VonDohlen

Enterprise Strategy & Innovation, Target



TARGET

“It was a hit and exactly what we needed.

The team loved the day. We don’t always have the time or space to have the tough conversations about the real issues we’re up against.”

Jenny Bodenlos
Innovation Strategy, Nike



FAQs

HOW MANY should participate?

Space in the workshop is by invitation only and customized for your specific needs. LPK has facilitated Roadblocks workshops of 5 executives and 150+ manager-level participants.

WHO should participate?

To reap the true value, we recommend that executive leaders in all key business functions participate.

WHAT are the outcomes?

Roadblocks Identified, Root Causes Uncovered

Of the 50 possible roadblocks, this workshop will help your executive team focus on the root causes of your most pressing organizational and cultural roadblocks.

Big Solutions & First Actions Generated

Having identified the roadblocks and root causes together we'll generate the big solutions and first action plans to eliminating barriers to market and revenue growth.

Let's make extraordinary happen together.

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