



INNOVATION INPUT METRICS

CULTURE IN ACTION

A toolkit from  stoked

A SECRET TO SUSTAINED INNOVATION

Organizations with successful innovation efforts have a secret. Long before tracking time-to-market, profitability, and market share (lagging indicators), they are tracking a different set of metrics.

Innovating is often fraught with volatility, uncertainty, and complexity.

Teams that have defined process norms guiding them through the “messy middle” of innovation are more successful. This barometer is called **Input Metrics**.

Roth & Royalty’s 2015 Stanford d.school research article “Developing Design Thinking Process Metrics as a Driver for Creative Innovation” highlights four data points that separate innovative teams from their counterparts.

THROUGHOUT A PROJECT’S LIFECYCLE:

Successful teams sustained higher customer engagements.



More low-resolution prototypes were built.

There were fewer days between meeting with customers.



Teams iterated through prototypes more frequently.

TRANSLATION?

Innovative teams stay connected to customers and ensure their input drives decisions.

Use this metric tool to find the innovation process metrics you want to track. Then, try an experiment.

During your next project cycle, use a simple method to record these behaviors and engage in regular reflection with the team to gauge impact. We know that what we measure matters.

Imagine what might be unlocked by prioritizing how teams work versus only what they produce.

01

IDENTIFY AN INNOVATION PROJECT YOU WANT TO SEE AS A WILD SUCCESS

Identify the lagging indicators of success for this project (e.g. time-to-market, revenue, marketshare)

Innovation Project

02

BRAINSTORM POTENTIAL ACTIONS

List potential actions below (aka input metrics) that you think will positively impact the project.

Braindump lots of ideas here

Examples: • How many customers have you spoken to in the last 2 weeks? (higher the better, though quality > quantity) • What's the longest you went between speaking to a customer? (lower the better) • How many new, surprising, or compelling things did you learn about your customers since we last talked? (higher the better, though quality > quantity)

03

SELECT THE TOP 1-3 IDEAS

Choose ideas you think are going to be the biggest indicators of project success.

Idea	Idea	Idea
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04

ANSWER 3 QUESTIONS

For each of the 1-3 chosen actions, answer these three questions to put a plan in place.

Idea		How are we going to measure?	What is our rhythm for monitoring & adjusting?	Who is going to measure?
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