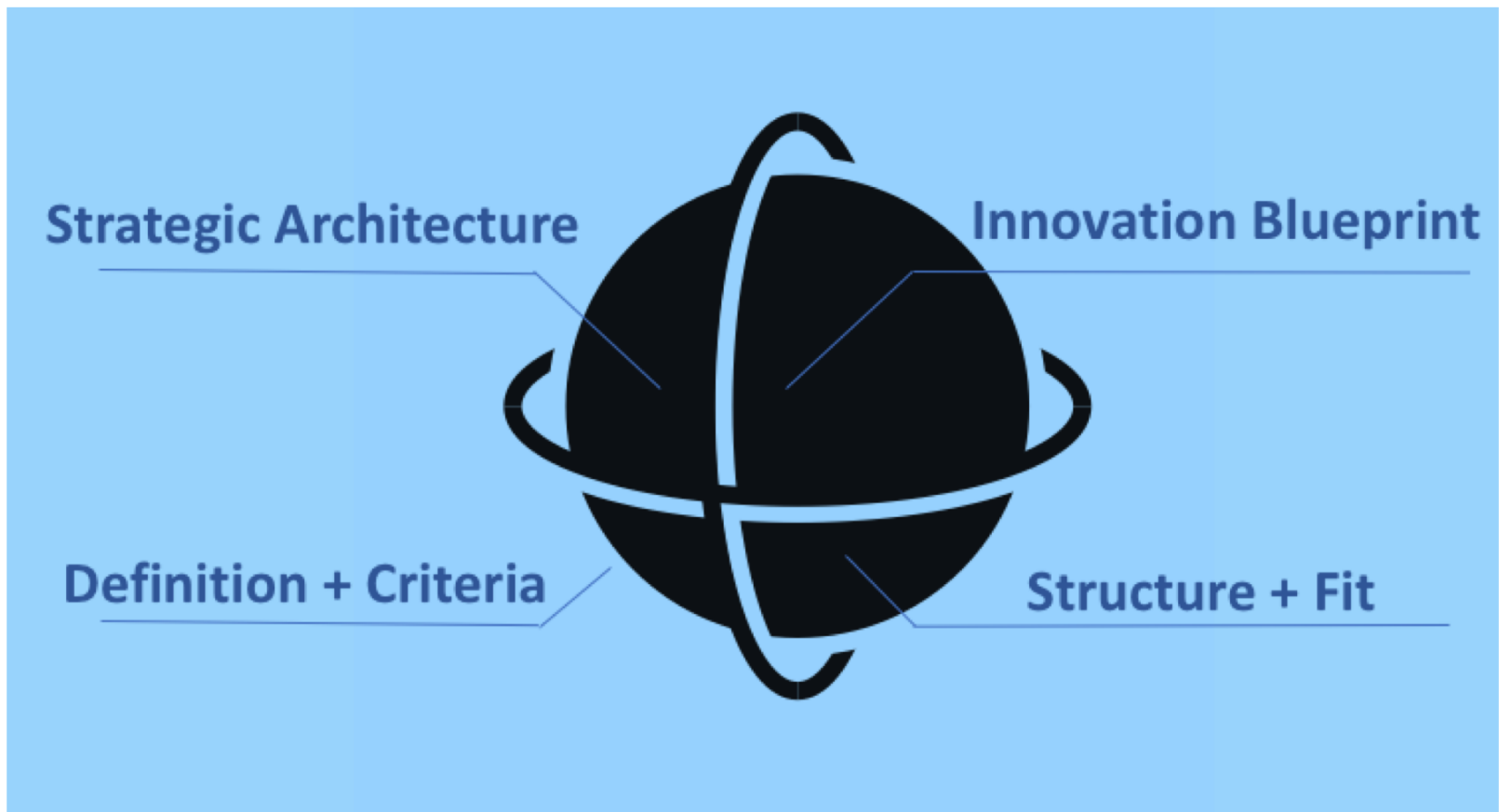


FRAME:

Strategic Mandate



FRAME A

		Where to Find It	MVA Tool
Strategic Architecture	Innovation Sandbox	CK Prahalad in an article in Strategy+ Business from 2006.	
	Strategic Architecture : Strategy Map	Kaplan + Norton <u>Having Trouble with your Strategy?</u> Then Map it. Harvard Business Review, Sept. 2000.	Innovation Linkage Map
Innovation Blueprint			5-Page Blueprint Template

Linkage map for

Vision/
Mission

Innovation Linkage Map

Enterprise Key
Metrics

date

enduring
values

End User Offerings

Company Core Processes

Infrastructure +
Assets

FRAME: 5-PAGE BLUEPRINT TEMPLATE

INTRODUCTION	Title/vision statement for innovation with a graphic that represents innovation in your company; authors (who will to be involved in the blueprint creation); date and timeframe (suggest 2-5 year timeframe).	Page 0
WHY	Add your Innovation Linkage Map here.	Page 1
WHAT	Problem you are trying to solve; benefits from innovation (with emphasis on customer benefits); Innovation Definition (<i>we will do this next this is module</i>), what you intend to learn (or what you don't know).	Page 2
WHERE	Horizons, markets, customers that innovation will target.	
HOW	Types + approaches; what has worked to date; measurements, resources (time, people, money, etc.); training, communications, recognition.	Page 3
WHO	Role definitions including parts of company involved; leadership accountabilities; alignment within company (key people, other initiatives, business/planning cycle considerations).	Page 4
WHEN	Next steps; timing; milestones; immediate problems to address; how you will show immediate (less than 6 months) results.	Page 5