

THE BENEFITS OF IMPROVING THE INNOVATION MANAGEMENT PROCESS

New offerings are often an organization's most important source of revenue -- however, it can also represent one of the riskiest ventures a business undertakes. Constantly changing consumer demands, shrinking development windows, limited resources, and the need to produce offerings at competitive prices are constant concerns for organizations today. Improving the ability to pick a mix of offerings that best address customer demands and company fit has a tremendous impact on the financial success of a company.



Best-in-Class companies have:



as compared to All Others.



Read the full report: [Innovation Management: How Leaders Outperform their Peers \(November 2015\)](#)

The bottom line: Companies need to take a holistic approach to innovation management, connecting the process throughout all phases of the innovation lifecycle. Companies can increase the return on investment by taking this systematic approach. When managed correctly, innovation should be more than a cause of growth -- it should be ingrained into the company culture.