STRATEGIC DASHBOARD

What are you trying to understand?	What questions should you ask?	Indicator
If my company is under the risk of disruption	Do we have a diverse enough portfolio of business models?	Portfolio Distribution (PD)
	Which offerings are becoming less attractive and by how much? Where is possible disruption coming from?	Portfolio Fade (PF)
	How well do our investments in innovation convert to new revenue?	Efficiency of Innovation Investment (EII)
If innovation is driving growth in my company	Are we launching profitable ideas?	Innovation Profitability Ratio (IPR)
	Are our new ideas more profitable than the existing ones?	New-to-Existing Profitability Index (NEPI)

What are you trying to understand?	What questions should you ask?	Indicator
How does my company's future look	Are we investing beyond our today's core?	Investment Distribution (innovation funnel distribution)
	Is our innovation accepted by the market?	New Product Vitality Index (NPVI)
	How much are we spending on innovation? How important is innovation for us?	Cost of Innovation (CI)
How efficient is my company's innovation ecosystem	How long does it take us to bring an idea to maturity?	Average Time to Sustain (ATS)
	How many ideas do we need to invest in to reach a certain objective (financial or otherwise)?	Average Funnel Conversion Rate (ACR)

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