



A TECHNOLOGY INNOVATION ROADMAP FOR SUCCESS

1. VISION



- Compelling to multiple parties.
- Short = memorable.
- Relevant = sticky logic.
- Emotional linkage = sticky commitment.
- Story worthy.....stories sell.....what you own, what you remember is the proof.



2.

- Where are we going? – What arenas will we operate in and which ones will we avoid?
- How will we get there? – What vehicles or instruments will we use to move us toward our desired destination? What are our minimum necessary dependencies?
- What are the unique factors that will enable our success in targeted areas? – What are the differentiators of our strategy?
- What is the necessary sequence and speed of each strategic move to ensure our success? – What is the staging plan for the order and pace of our required actions?
- How do we know our strategy is working? – What is the economic logic of our strategy and what are the metrics demonstrate the quantifiable success?

3. PLANNING



- Plan small, plan short, succeed big, and succeed long. MAGIC words: “Pilot,” “Prototype,” “Interim,” “Temporary.”
- Minimize “show-stopping” dependencies, focus on courting those that remain.
- “No Plan Survives First Contact with Reality” – plan for agile flexibility. Plan for the “Haters.”

4. EXECUTION



- “A Great Idea, Poorly Executed, is NEVER a Good Idea.” Meticulous, practiced. Unconscious competence.

5. MEASUREMENT



- “If you don’t know where you are, you can never be lost or late.” “Progress, no matter how slight, is still Progress.” “Best is the enemy of Better and better is the enemy of Good Enough, but NOTHING is the enemy of all of these.” “If you can’t measure it, it didn’t happen.”

6. INCORPORATE - REPEAT



- Closing the loop. “Insanity: Doing the same thing the same way, over and over again and expecting a different result.” Stick with it, but don’t be afraid to pivot if the data screams it.....but remember, “Figures lie and liars figure” and “expert” requires no test or license.