

5

POPULAR METRICS

for Measuring Innovation Performance

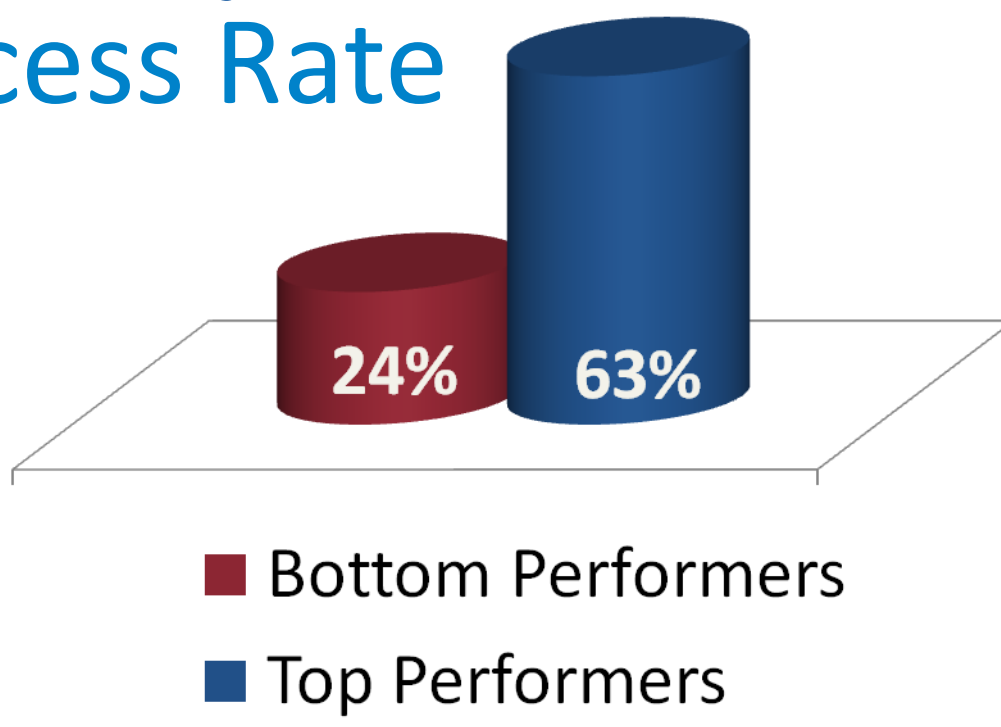
63%

of Top Performing Companies employ metrics to measure and track innovation performance

Good metrics are important to enable fact-based decision making

5 popular metrics with corresponding benchmarks
How do you compare?

1 Overall Project Success Rate



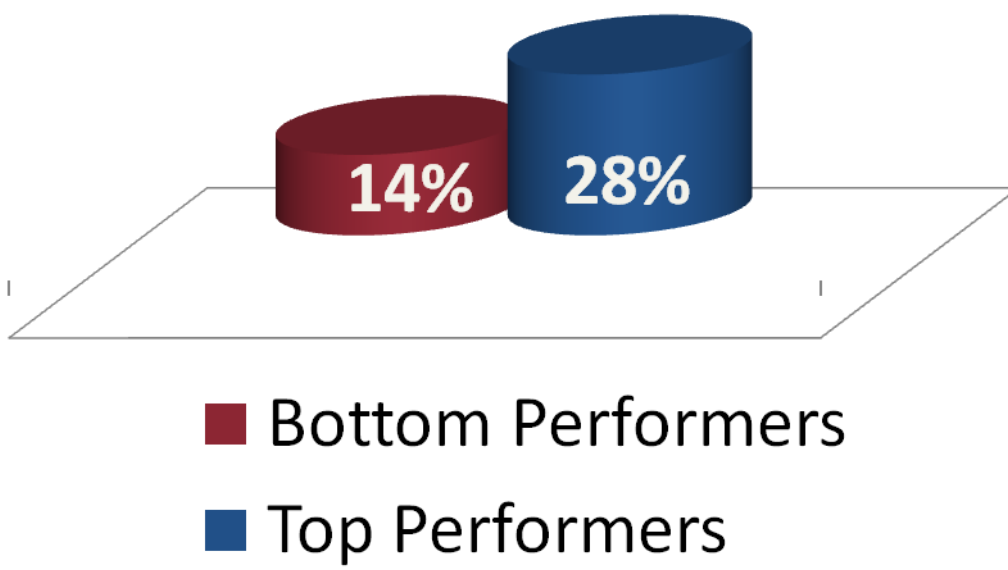
Top Performers

2.5 X

Greater Success

■ Bottom Performers
■ Top Performers

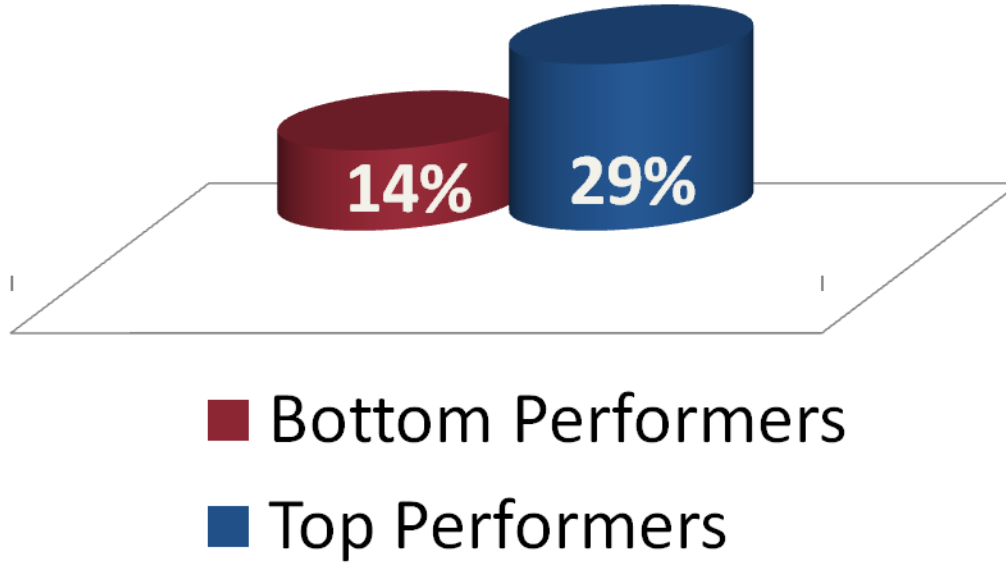
2 % of Annual Sales Revenue from New Products (last 3 years)



✓ 2X Better

■ Bottom Performers
■ Top Performers

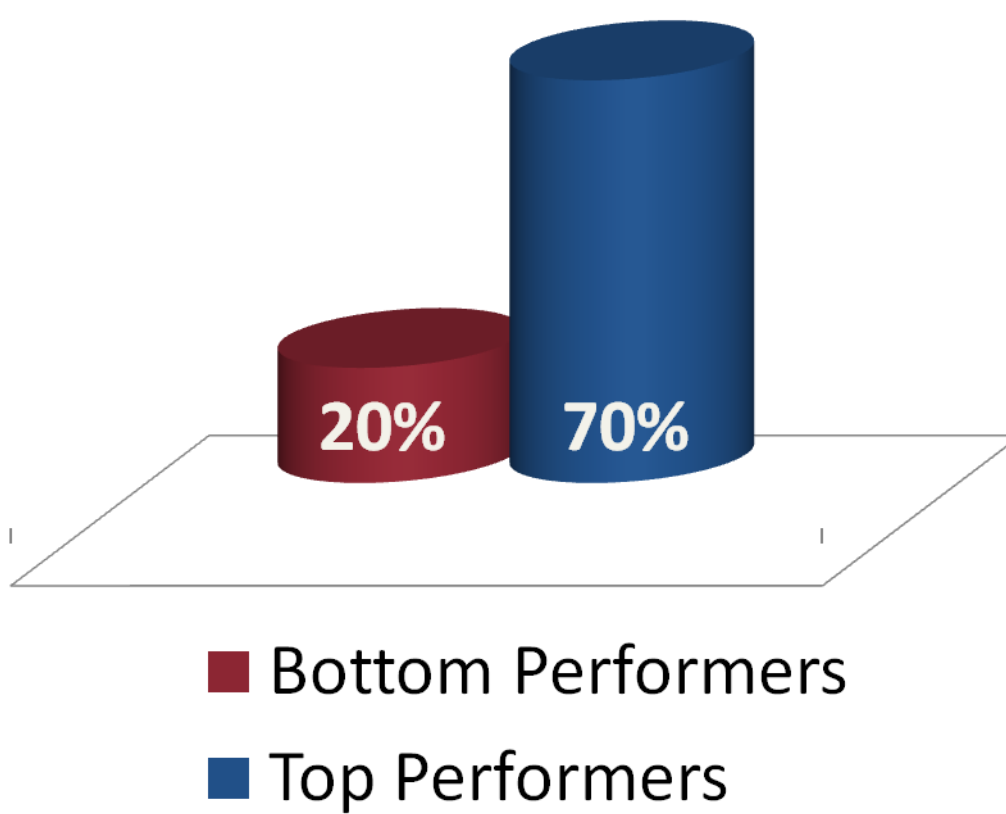
3 % of Annual Profits from New Products (last 3 years)



✓ 2X Better

■ Bottom Performers
■ Top Performers

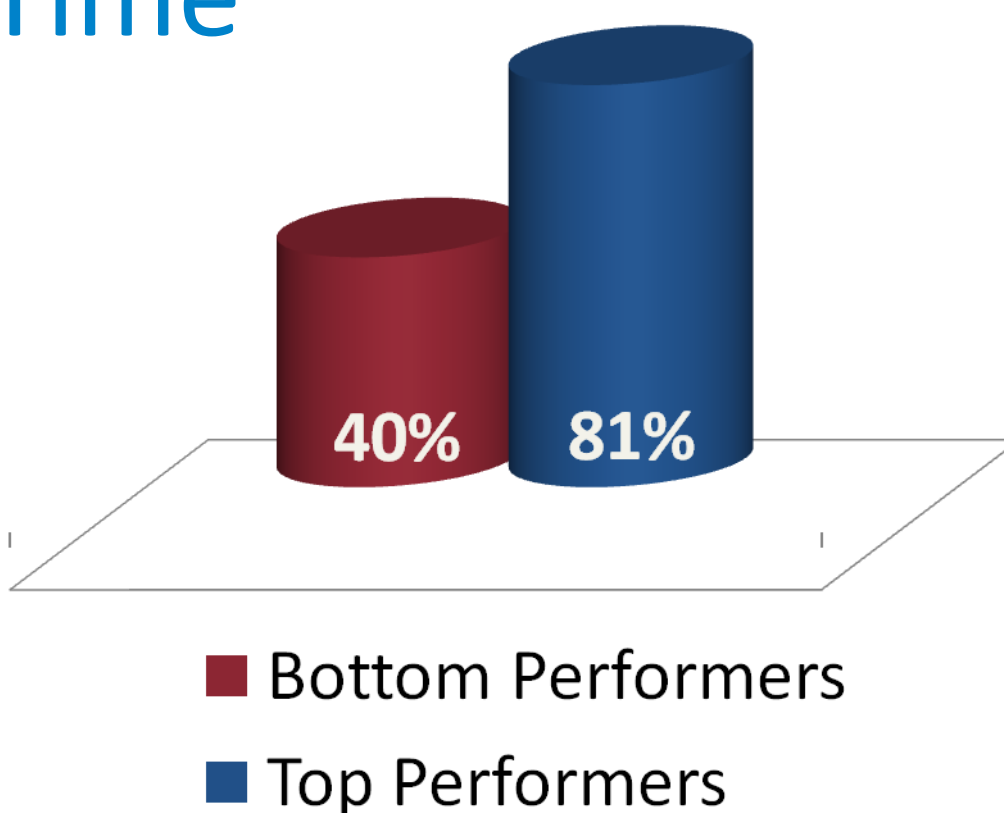
4 % of Projects that are On Budget



✓ 3.5X Better

■ Bottom Performers
■ Top Performers

5 % of Projects that are On Time



Top Performers

2.5 X

Better

■ Bottom Performers
■ Top Performers

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