IA Collaborative

Innovation Scorecard

0 Not happening 1 Experimental 2 Early real-world examples 3 Meaningful adoption 4 Widespread momentum 5 Fully realized

HOW INNOVATION WILL CHANGE	QUESTION	YOUR SCORE	REASONING
Capabilities as intelligence	Do you understand what customers need as they reveal it, in the moment?		
Operations flattened	Does the experience form around what each person is trying to do, or do they follow a fixed path?		
User Needs revealed in context	Can a customer's agent find you, understand you, and do business with you?		
Offerings generated in real time	Can your people reach everything the business knows at the moment they decide?		
Experiences formed from intent	Can teams decide where the work happens, without waiting on approvals?		
Channels orchestrated by agents	Do you have a way to earn from agents, marketplaces and new markets?		
Revenue from new markets	Could you make exactly what a customer needs, in the moment, from one substrate?		