

Innovation Card
COMPANY ROADMAP

	Quick Win / Experiments	2020	2021	Beyond
Market				
Products & Services				
Resources				

Why?

To create/manage a strategic plan for company activities

When?

Every 3-6 months or in case of major market or strategy changes

Who?

Company management team

How?

1. Short discussion about main things impacting the future of the company
2. Every participant writes the most important concepts on a post-it
3. Round-table discussion positioning each post-it on the maps
4. Every participant votes for the 3 most important post-its on the roadmap