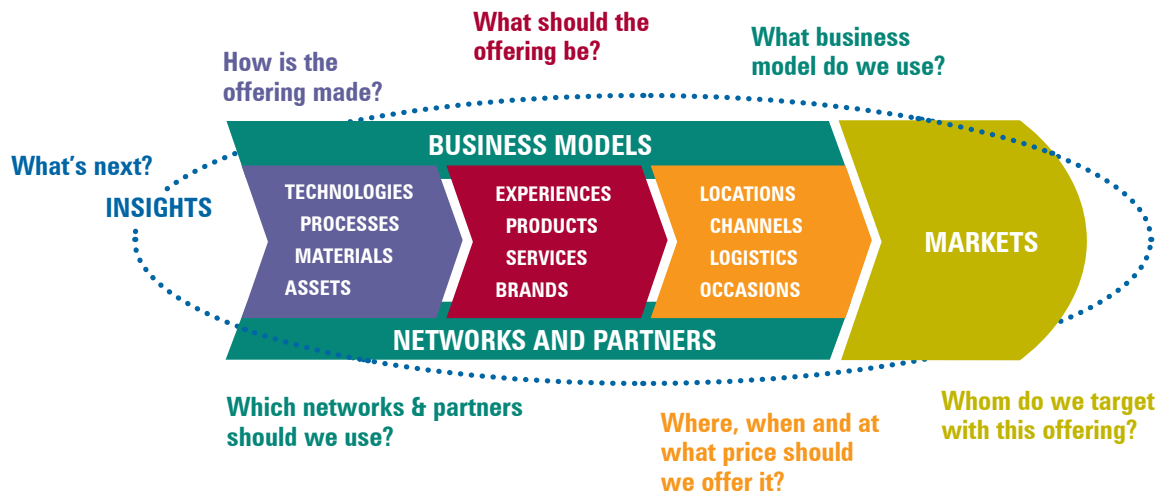


## Pathways for Innovation Impact

New products or processes may be the visible end products of innovation, but achieving results that truly impress the target audience typically involves the use of two or more levers in the innovation value chain.

Competitors frequently stumble if they attempt to copy the innovative end product without touching the underlying innovation value chain levers.

Companies seeking to stimulate their own innovation can use the Pathways for Innovation Impact model below.



**Achieving innovation breakthroughs typically requires the use of multiple levers across the innovation value chain.**