

Building the Case for Innovation

Parts of an Innovation Case

- Leadership
- Evidence
- Policy
- Financial
- Innovation
- Elevator Pitch
- Measures

Framing your Case

- Mission (ultimate outcome)
 - Make this measurable
- First 90 days
 - Initial action steps (quick wins)
- Barrier Identification
 - What do you need to overcome them
- Evaluation
 - How do you know its working?

Tips for Building the case

- Tie it to cost and quality
- Always have outcome measures
- Write a business plan
- Connect it to a major initiative