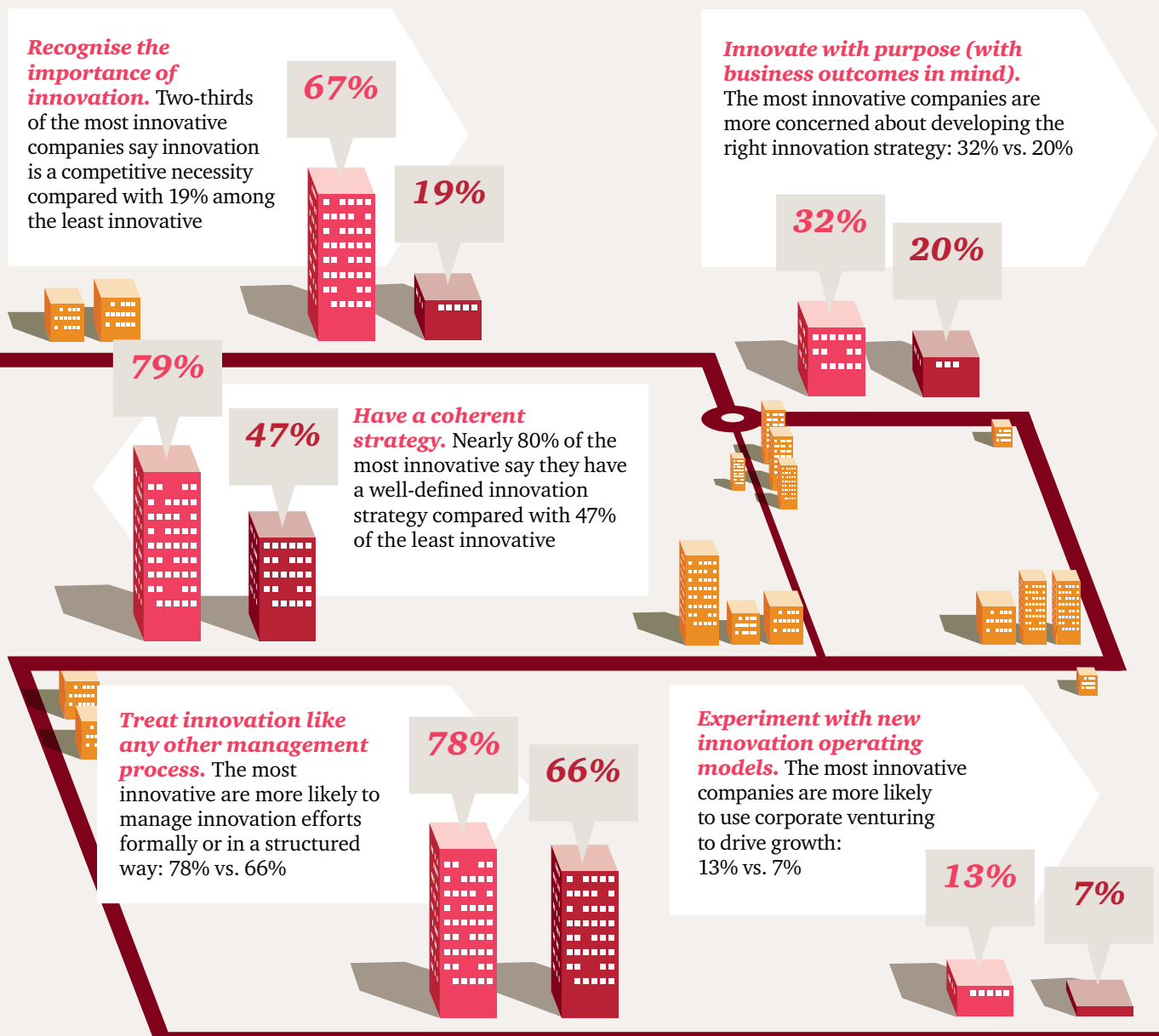


# The road to growth

We found a direct correlation between excellence in innovation and superior revenue growth. While there is no single roadmap for success in innovation, there are lessons that can be borrowed, tailored and made to work for any business. The leading innovators in our study are each anticipating an extra 6% per annum in growth (on average), compared with their less innovative peers. Here's some advice based on what they're doing differently.

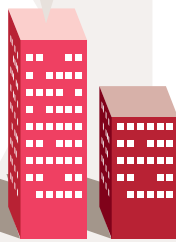


*We found a direct correlation between excellence in innovation and superior revenue growth*

**Target a higher proportion of breakthrough (or even radical) innovations.**

The most innovative companies are almost twice as likely to be targeting breakthrough and radical innovations

x2

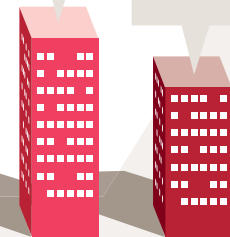


**Innovate your business model(s), not just your products and services.**

The most innovative companies are planning to enhance the business model with new value offerings over the next 3 years: 79% vs. 59%

79%

59%



67%

39%

**Use social media to help you innovate.**

The most innovative companies use social media more often to collaborate externally: 67% vs. 39%



**Collaborate more.**

When it comes to developing new products and services with external partners, the most innovative companies collaborate over three times more often

34%

10%



**Reap the rewards.**

The most innovative companies are growing at a much faster rate: 62.2% vs 20.7% over the next five years

62.2%

20.7%

