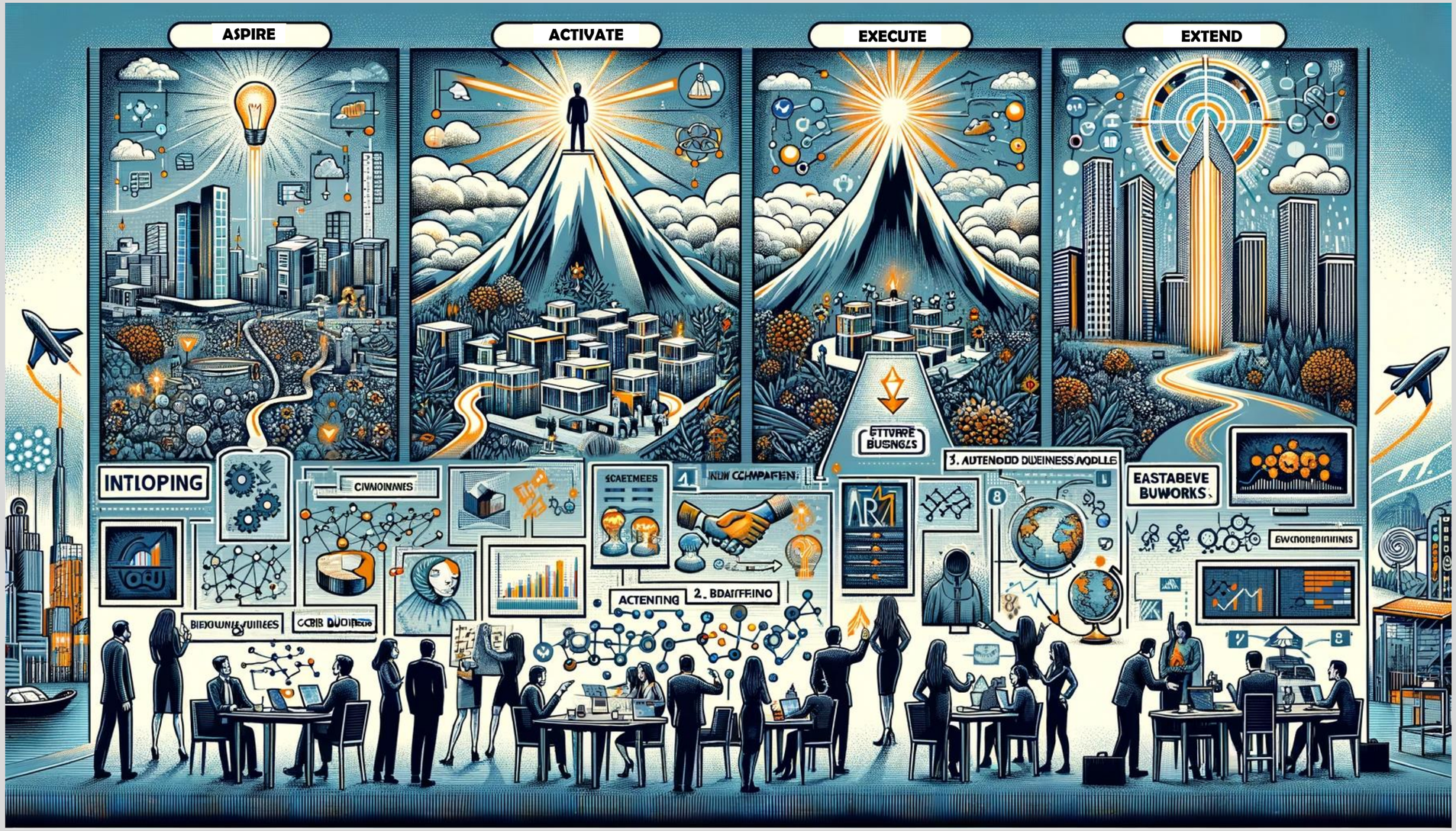
McKinsey - The Four Pillars of Innovation

Four key areas to drive growth and outperform competitors: Aspire, Activate, Execute, Extend



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Aspire	Set ambitious 5-10 year innovation goals
Activate	Make innovation integral to corporate strategy
Execute	Empower broad risk-taking with safety nets
Extend	Foster top-down leadership commitment

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Aspire	
Activate	Pursue multiple internal and external growth pathways
	Invest to strengthen core business
Execute	Acquire companies and IP assets strategically
Extend	Incubate new businesses and spinoffs

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Aspire	**Activate**	**Build critical innovation capabilities in R&D and IT**
		Leverage advanced analytics and AI for growth insights
Execute	**Extend**	**Accelerate development with digital prototypes**
		Rapid testing and iterations with customers

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Aspire	**Activate**	Tap ecosystem of startups, universities, partners
		Expand business models into new spaces
Execute	**Extend**	Rapidly mobilize to capture value from new innovations
		Flexible and creative partnering approach