

Innovation Management Toolkit

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What is Innovation Management?

It's a process to help guide the emergence of new ideas to maximize impact and reduce risk.

When to Use Innovation Management

VUCA Environment

Business environments are volatile, uncertain, complex or ambiguous.

Ecosystem Overlap

There's a risk of cannibalizing existing business engines with new rollouts.

Possible Disruption

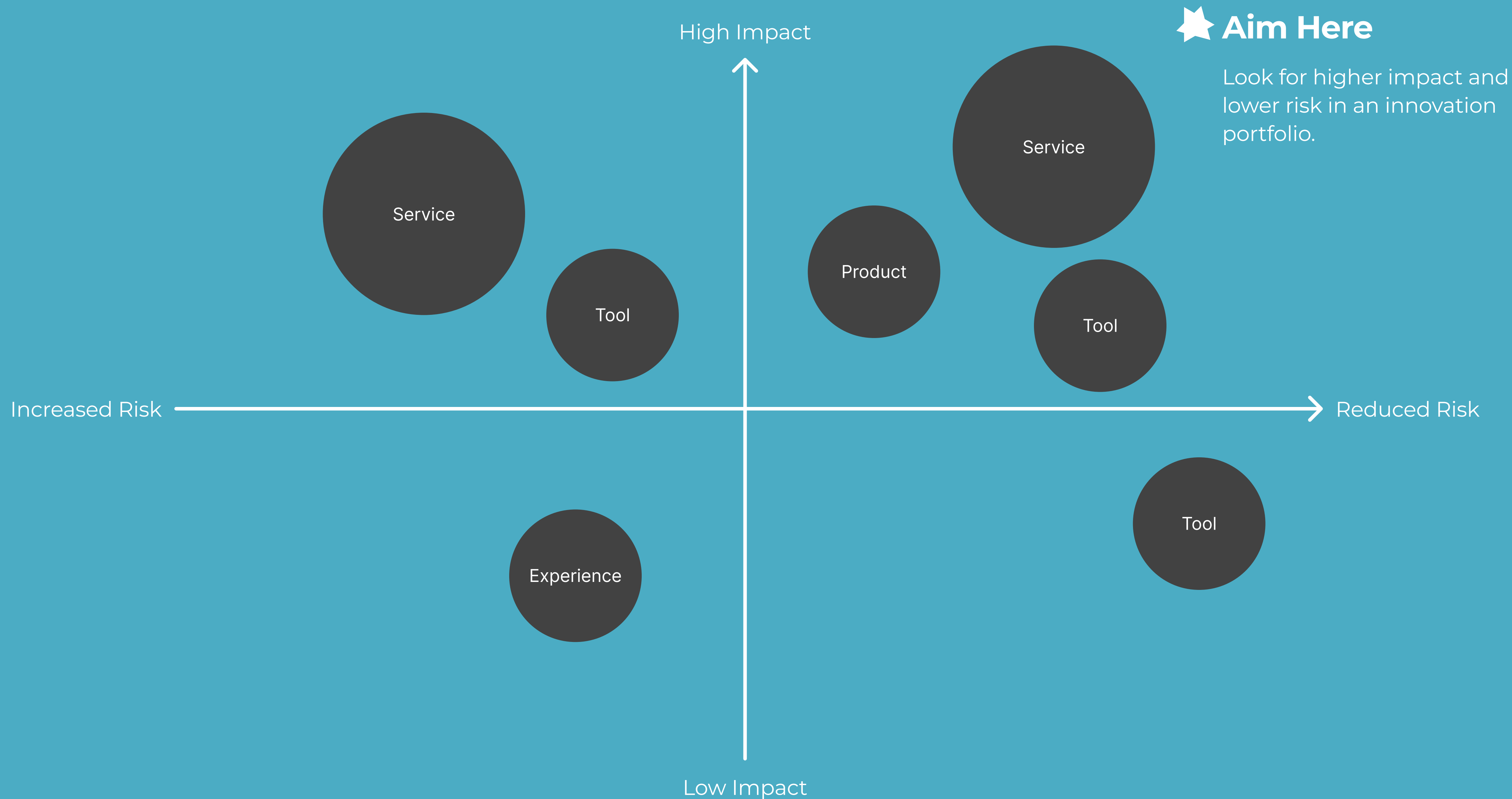
New innovations may disrupt working systems and impact core businesses.

Potential Flywheel

New innovations have potential to establish new growth engines.

Map

Defining an Innovation Portfolio



Assess

Use the D-FIVR Analysis to Establish New Business Readiness



Desirability

Is the product, service or tool desired by a potential audience?



Feasibility

Can we build and maintain our product, service or tool with existing or emerging technologies?



Impact

Will the product, service or tool have significant impact on the market or ecosystem?



Viability

Is the product, service or tool a good fit for the market or ecosystem today?



Risk

Will the product, service or tool employ greater risk to the organization or ecosystem than the impact?

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Launch

Prototype and Launch to Learn

Launch Checklist

Strong Adoption Signals

Research uncovers strong desirability from a potential target audience.

MVP Is Ready (Enough)

The minimum viable product (MVP) has already been built or is close to completion.

Success Can Be Measured

Metrics have been established to measure engagement, adoption, desirability, usefulness or any other measure of defined success.

Impact Outweighs Risk

The potential impact of launching the product, service or tool outweighs the risk of deployment.

Learn

Understand Audience Motivations, Pain Points and Intentions with Design-Thinking and User Research Methods

Learn to Launch

Prototype

Create a mockup, storyboard or MVP build of a solution.

Test

Create and execute a user research study to test specific features or flows of the prototype or experience.

Analyze

Look at user sentiment, motivations, pain points and desires to understand what to change in the next iteration to achieve success.

Measure

Metrics to Track Project Success

Steps to Define Success Metrics

Always begin with the end in mind. What is the end game? What is the “why” of the solution?

Start with the vision.

Map the touch points of successful ecosystem engagement. Consider adoption, engagement, usability and other metrics. How will we win?

Define the metrics.

Consider market signals and business values. Did testing reveal strong adoption signals? Does the end justify the means?

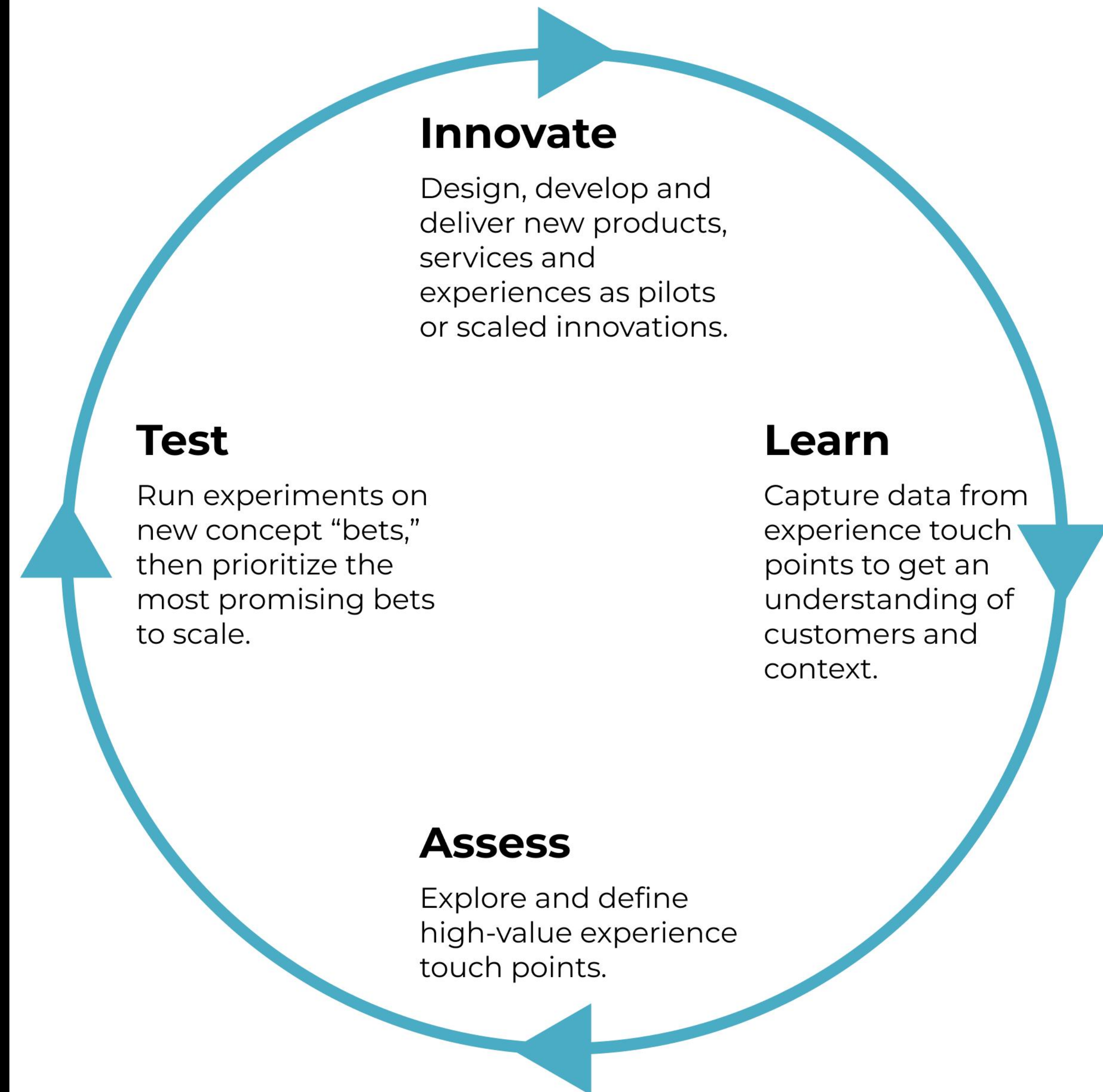
Stay the course (or pivot).

Scale

Iterate on Feedback and Implement Flywheels

Create a Virtuous Cycle

Scale



ALWAYS BE BUILDING
INNOVATION AND INSIGHTS

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I coach enterprises, teams and individuals to
manage innovation with people-centered
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Let's Connect

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