

Operations-Innovations-Matrix

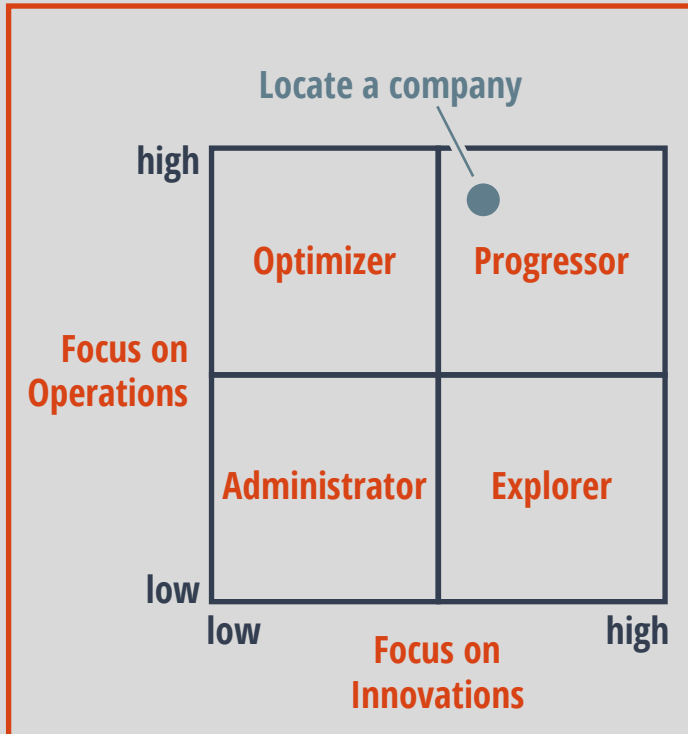
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FOR TEAMS, MANAGERS OR LEADERS

Understand where companies are placed in terms of operations and innovations.

Operations-Innovations-Matrix

The Operations-Innovation-Matrix is a tool to support the analysis of companies. It can be used to locate a company in a matrix and strategically discuss with management what the company's overall approach currently is and should be.



4 Types from the Matrix Areas

Administrator: has a low focus on operations and a low focus on innovation. As a result, things are kept steady. Things are administered rather than developed.

Optimizer: has a high focus on operations and a low focus on innovations. The company's resources are used more to optimize the day-to-day operations. The risk is that the company could lose out by not investing in its future product portfolio.

Explorer: has a low focus on operations and a high focus on innovation. Such companies (e.g. startups) develop new products but may have difficulties securing income by running a reliable and effective production.

Progressor: has a high focus on operations and a high focus on innovations. Companies of this type are ambidextrous and allocate significant resources to both dimensions. They understand that they need quality, revenue, and cost efficiency in day-to-day operations to afford the development of ideas and investments into the future.