



## Innovation Performance Tracking

Based on a clear innovation strategy with vision and goals, assignments for the innovation lab should be developed.

Type of Company  
**Insurance company**

Company Name

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### Challenge

Complex assignments are presented to the young innovation lab, while resources for developing disruptive innovations are limited. To prioritize the execution of innovation projects according to lab goals in the future, a performance tracking system should be established. The challenge lies in determining how to measure innovation success and implement it as automated and resource-efficiently as possible.

### Approach

- Development of assignments for the innovation lab based on a clear innovation strategy with vision and goals.
- Conducting interactive brainstorming sessions to identify suitable metrics for measuring the assignments.
- Analyzing the identified metrics using 4C KPI profiles, including actual vs. target values.
- Evaluating the metrics in terms of control objectives, data collection, and implementation priorities.
- Using the top metrics as the basis for creating a regular reporting system.
- Collaboratively developing the format and frequency of the regular reporting.



## Result



Intensive engagement with the company and its strategic vision to identify and prioritize departmental value.



Development of custom control metrics based on a wide range of commonly used metrics and supplementary workshops.



Structured implementation and introduction of relevant metrics by assessing data collection effort and significance.

## Your Benefits

The project enabled the client to establish an effective KPI tracking and control model based on clearly defined control objectives and precise metrics. By realistically assessing and defining target values, employee performance readiness was optimized, and the appearance of superficial performance was avoided. The extensive experience of 4C GROUP in creating and implementing tool-based reports ensured that the visualization of metrics was both effective and user-friendly. Overall, the client was able to quickly start implementing performance tracking and ensure continuous development and improvement.

## Your Temporary Co-Drivers



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