Driving Innovation Process Effectiveness: Five Lessons from CPG Leaders

How to overcome challenges in the execution and adoption of NPD processes

by Kasey Durbin

While establishing innovation and new product development (NPD) process is no easy feat, effective execution and adoption of practices is even more difficult. Time and again, leading consumer goods companies recognize they need more from their innovation investments.

To learn from some of the leading companies that do this well, I attended part one of a three-part series called the Consumer Goods Innovation Exchange.

Here are five quick tips highlighted by innovation leaders at PepsiCo, Kimberly-Clark and the J.M. Smucker Company for getting started on your own journey to improving execution and adoption of innovation and NPD process.

1. Gain senior leadership support, but also identify and address the doubters
2. Celebrate success and failures
3. Every organization has a tipping point – recognize yours
4. Map your innovation journey
5. Benefits extend beyond innovation

Click here to read more detail behind these five lessons from Tena Lyons, Industry Marketing Manager at Sopheon, and gain more insight into improving execution and adoption of innovation.

To dig deeper into the practices and lessons shared by professionals from PepsiCo, Kimberly-Clark and the J.M. Smucker Company, view both sessions, available on-demand: Driving Innovation Process Effectiveness featuring PepsiCo & Kimberly-Clark (Session 1) and J.M. Smucker Company & Kimberly-Clark (Session 2).

Click here for or more information about the Consumer Goods Innovation Exchange series and to access materials relevant to each session; content will be added throughout the series.

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About the Author

Kasey Durbin
kasey.durbin@kalypso.com
Kasey is a marketing manager with Kalypso and author of The Modern Brander blog.