

Messen ist wissen (To measure is to know)

Werner von Siemens

Approaches

“At companies that track the relationship between shareholder value and spending on innovation, the three most important metrics are all externally focused: revenue growth, customer satisfaction, and the percentage of sales from new products or services.”

“At companies where innovation is the most important strategic priority, the top three metrics are a somewhat more comprehensive mix: customer satisfaction, the number of ideas in the pipeline, and R&D spending as a percentage of sales.”

Source: *Assessing innovation metrics, McKinsey Global Survey Results, 2008*
 Vanessa Chan, Chris Musso, Venkatesh Shankar et al

Notes and guidance

Exhibit 3

Outcome metrics are in wide use

% of respondents who use more than 3 innovation metrics,¹ n = 633

Metric ranked no. 1 in terms of importance in respondents' organizations²



¹ Respondents who answered “other” are not shown.

² Metrics ranked no. 1 by less than 2% of respondents are not shown.