Innovation ROI and Performance Metrics Measurement Training Course



23 - 27 Nov 2026

Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

In today's competitive landscape, innovation is not merely a creative pursuit but a critical driver of business growth and sustainability. However, many organizations invest heavily in innovation initiatives without a clear system to measure their impact, often leaving executives to question the return on these significant investments. This course is meticulously designed to bridge that gap by providing a comprehensive, systematic approach to measuring innovation performance. Drawing on principles from innovation accounting and strategic management, the curriculum demystifies the process of quantifying the value of new ideas. We will explore concepts championed by thought leaders like Larry Keeley, author of "Ten Types of Innovation," who advocates for a structured view of innovation beyond just new products. This program offered by BIG BEN Training Center moves beyond simplistic financial calculations, equipping participants with the tools to develop a balanced set of Key Performance Indicators (KPIs) that capture both financial returns and strategic value. Participants will learn to build robust innovation metrics frameworks, calculate a credible Innovation ROI, and create compelling dashboards to communicate the success and progress of their innovation portfolio to stakeholders, effectively transforming innovation from an ambiguous expense into a measurable and manageable engine for growth.

Target Audience / This training course is suitable for:

- Innovation Managers and Directors.
- Research and Development (R&D) Leaders.
- Product Development and Product Managers.
- Strategy and Corporate Planning Professionals.
- Finance Managers, Controllers, and Business Analysts.
- Project and Program Managers overseeing innovation initiatives.
- Chief Innovation Officers and their teams.
- Business Unit Heads and General Managers.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Technology and Software Development.
- Manufacturing and Industrial Goods.
- Pharmaceuticals, Healthcare, and Biotechnology.
- Financial Services, Banking, and FinTech.
- Telecommunications and Media.
- Fast-Moving Consumer Goods (FMCG) and Retail.
- Energy, Utilities, and Natural Resources.
- Governmental Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Research and Development (R&D).
- Strategy and Corporate Development.
- Finance and Accounting.
- Product Management and Marketing.
- Project Management Office (PMO).
- Business Development and Sales.
- Operations and Process Improvement.
- Information Technology (IT).
- Human Resources (for measuring innovation culture).

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive framework for measuring innovation performance.
- Master various methodologies for calculating a credible return on innovation investment (Innovation ROI).
- Design and implement relevant Key Performance Indicators (KPIs) for different types of innovation projects.
- Distinguish between leading, lagging, input, output, and outcome metrics for innovation.
- Align innovation measurement systems with overarching corporate strategy and business objectives.
- Construct and manage a balanced innovation scorecard for holistic performance tracking.
- Create effective innovation dashboards for reporting progress to senior leadership and stakeholders.
- Evaluate and manage an innovation portfolio using both quantitative and qualitative metrics.
- Communicate the strategic value and financial impact of innovation initiatives effectively.
- Assess the maturity of an organization's innovation measurement capabilities.

Course Methodology:

The training methodology for this course is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply the concepts learned within their own organizations. At BIG BEN Training Center, we believe in an experiential learning approach that moves beyond theoretical lectures. The program is built around a blend of expert-led presentations, real-world case study analyses, and collaborative group workshops. Participants will actively engage in hands-on exercises, such as designing a bespoke innovation KPI framework for a sample company, calculating ROI for different innovation scenarios, and building a prototype for an innovation dashboard. Facilitated discussions and peer-to-peer learning are central to the course, allowing attendees to share challenges and best practices from their diverse industries. The facilitator will provide continuous feedback and guide participants through complex topics, ensuring a deep understanding of both the quantitative formulas and the strategic nuances of innovation measurement. This immersive and applied learning environment ensures that participants leave not just with knowledge, but with the confidence and practical skills to implement a robust innovation measurement system.

Course Agenda (Course Units):

Unit One: Foundations of Innovation Measurement

- The strategic importance of measuring innovation.
- Common challenges and pitfalls in innovation metrics.
- Defining the scope of measurement from ideation to commercialization.
- Understanding the innovation value chain and key measurement points.
- Introduction to innovation accounting principles.
- Differentiating between efficiency, effectiveness, and impact metrics.
- Linking innovation metrics to corporate goals and strategic objectives.

Unit Two: Designing Key Performance Indicators (KPIs) for Innovation

- Categorizing innovation metrics (input, process, output, outcome).
- Developing leading versus lagging indicators for proactive management.
- Financial KPIs for innovation (e.g., NPV, IRR, Payback Period).
- Non-financial KPIs (e.g., market adoption, customer satisfaction, brand impact).
- Metrics for incremental, radical, and disruptive innovation.
- Designing a balanced set of KPIs for your innovation funnel.
- Workshop on selecting the right KPIs for different project types.

Unit Three: Calculating and Analyzing Innovation ROI

- Defining the components of Return on Innovation Investment (ROI).
- Step-by-step methodologies for calculating innovation ROI.
- Quantifying the "I" (Investment) in innovation projects.
- Estimating the "R" (Return), including intangible and long-term benefits.
- Risk-adjusted ROI models for innovation portfolios.
- Case study analysis of ROI calculation in practice.
- Communicating ROI results to financial and non-financial stakeholders.

Unit Four: The Innovation Scorecard and Dashboard

- Moving from individual KPIs to a holistic measurement system.
- Principles of the Balanced Scorecard adapted for innovation.
- Designing a customized innovation scorecard for your organization.
- Key elements of an effective innovation dashboard.
- Data visualization techniques for communicating innovation performance.
- Implementing systems for data collection and reporting.
- Workshop on creating a prototype innovation dashboard.

Unit Five: Strategic Application and Advanced Topics

- Using metrics for innovation portfolio management and decision-making.
- Connecting innovation performance to employee incentives and rewards.
- Measuring innovation culture and organizational capability.
- Metrics for open innovation and external partnerships.
- The role of metrics in fostering a culture of experimentation and learning from failure.
- Future trends in innovation analytics and predictive metrics.
- Developing an implementation roadmap for an innovation measurement system.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization effectively measure the ROI of a 'failed' innovation project, and what non-financial value might it have generated?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and strategically-grounded perspective on innovation measurement, moving far beyond a narrow focus on financial formulas. While other programs may concentrate solely on calculating ROI, this training provides a comprehensive framework that integrates quantitative analysis with qualitative insights, recognizing that the true value of innovation is often multifaceted. We emphasize the critical link between measurement and strategic decision-making, teaching participants not just how to track data, but how to use that data to manage an innovation portfolio, foster a supportive culture, and drive business strategy. The curriculum is uniquely practical, prioritizing hands-on workshops where participants design their own scorecards and dashboards rather than passively absorbing theory. It addresses the nuanced challenge of measuring different types of innovation from incremental improvements to disruptive breakthroughs providing bespoke metric solutions for each. Ultimately, this course equips leaders with the ability to build a sophisticated, customized measurement system that tells a compelling story about the value of innovation, enabling them to secure buy-in, optimize resources, and embed innovation as a core, measurable competency within their organization.