

# Build a Disciplined Innovation System That Delivers Growth.

Most innovation systems fail—not because of ideas, but because of how work flows. Lean principles transform the innovation journey by restoring focus, flow, and value from concept to launch.

## IS INNOVATION SLOWER AND RISKIER THAN IT SHOULD BE?



New products take too long to reach market.



Too many projects—and no clear prioritization.



Projects continue even when value is unclear.



Engineering, marketing, and operations are not aligned.



Launch dates slip and development costs increase.



Decisions take too long due to organizational friction.



You don't know your return on innovation investment.



R&D activity is high, but commercial impact is uncertain.

ORGANIZATIONS WE'VE HELPED INNOVATE



spectris

werfen

pampered|chef

**BIO-RAD**

INNOVATION DOESN'T FAIL FROM LACK OF IDEAS—IT FAILS FROM LACK OF FOCUS AND EXECUTION DISCIPLINE.

**10-30%**  
NPD Revenue Growth

**+30-60%**  
Speed-to-Market

**2-3X**  
More Product Launches

**2-4X**  
Launch Success Rate

**-20-40%**  
Cost Per Launch

**30-50%**  
Fewer NPD Projects

## Lean Focus applies a focused set of Lean principles to restore flow and value across the innovation journey.

Rather than consuming resources without results, innovation work is aligned to what creates customer value and moves products to market faster. Within the Innovation Practice, three principles are foundational: Customer Value, Pull, and Waste Elimination. Together, they reduce late launches, accelerate pipeline flow, and increase revenue from new products—transforming overloaded innovation functions into disciplined, market-leading engines of growth.



### PRINCIPLE 1: CUSTOMER VALUE ENSURES INNOVATION INVESTMENT FOLLOWS VALIDATED DEMAND—NOT ASSUMPTIONS.

Instead of funding projects based on forecasts and internal opinion, teams confirm real customer pull before committing significant resources. The result is a focused innovation pipeline, fewer low-value projects, and products that launch with demand already proven—closing the gap between forecasted and actual sales.



### PRINCIPLE 2: PULL REPLACES PIPELINE CHAOS WITH SYNCHRONIZED FLOW.

Instead of pushing projects into development based on schedules and assumptions, work advances only when capacity exists and customer demand is clear. This aligns effort to real need, reduces bottlenecks, and accelerates time-to-market—without the overload that causes late launches.



### PRINCIPLE 3: WASTE ELIMINATION REDIRECTS INNOVATION CAPACITY FROM NON-VALUE-ADDING ACTIVITY TO WHAT

By removing delays, rework, overprocessing, and unnecessary approvals, organizations concentrate effort on fewer, higher-value products that reach market faster. The result is a higher percentage of revenue from recent launches and a materially more productive innovation engine.



A conversation with Lean Focus is a working session—not a sales presentation. Our senior-level LBS™ Experts will show how the Lean Focus Business System™ transforms innovation bottlenecks into repeatable competitive advantage.