Achieve A 2-3x Improvement in Your Innovation ROI

Corporations are investing seriously in innovation. And as time passes, Chief Innovation Officers (CINOs) are under increasing pressure to show results. You can point to engagement numbers as employees log ideas on suggestion software. You can show improved results of innovation culture surveys. You can point to the number of employees trained in Lean Start-Up. Or patents filed. But predicting innovation business outcomes is notoriously complex.

Reflecting on this, we thought, in the end, innovation comes from people. So we took a different approach. We asked,

"Can we predict the business outcomes of innovation efforts based on who is involved?"

Measurable business outcomes such as revenue growth, customer loyalty, and geographic expansion.

To answer this question, Swarm Vision set out to measure innovation skill in individuals with objective business outcomes as the control. We discovered and validated eight innovation skills, and 26 sub-skills, that differentiate innovators from the general population and that correlate with real-world business results.

What kind of business results?

- **Profitability of 20% or more a year for 5+ years**
- **Top quadrant analyst ratings**
- **Hyper-growth (doubling revenue annually for 3+ years)**
- **High customer satisfaction and repeat sales**
- **International or global expansion**
- **Acquisition**
- **IPO**

Our hypotheses were validated. People who scored high (in the top quintile) on the Profiler achieved 2-3x as many innovation business results as those in the bottom quartile.

## Correlation Between Swarm Scores and Innovation Business Results

Ave. # of Business Results Achieved	Top quartile (80th percentile +) Swarm Scores	< 80th percentile Swarm Scores	< 20th percentile Swarm Scores
Original sample	3.5	2.3	1.6
Validation study	2.9	2.2	1.0

[1] A Swarm Score is an individual's net score on the Swarm Innovation Profiler assessment.

[2] In our original sample, the top quintile of Entrepreneurs and Intrapreneurs (80th percentile and above) achieved an average of 3.5 business results, compared to 2.3 business results among those below the 80th percentile and 1.6 business results for those below the 20th percentile (p<.001 and p<.01, respectively). This was replicated in the validation sample, with means of 2.9 business results (80% or higher), 2.2 (below 80%) and 1.0 business results (below 20%) (p=.10 and p=.05, respectively).

So if you want to achieve two to three times the business results from your innovation efforts, stop guessing. Identify and engage your innovation talent - predictably. Swarm Vision identifies all of the innovation talent in your workforce. If you're still using gut instinct to put together your innovation program, consider the power of predictive analytics from Swarm Vision.
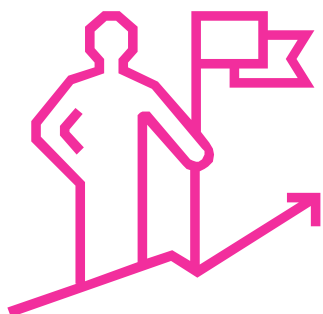
The higher the Swarm score, the greater the associated business results from innovation

About Swarm Vision

Swarm Vision is a Silicon Valley-based predictive analytics company focused on corporate innovation.

Contact:
Suzan@SwarmVision.com
www.swarmvision.com