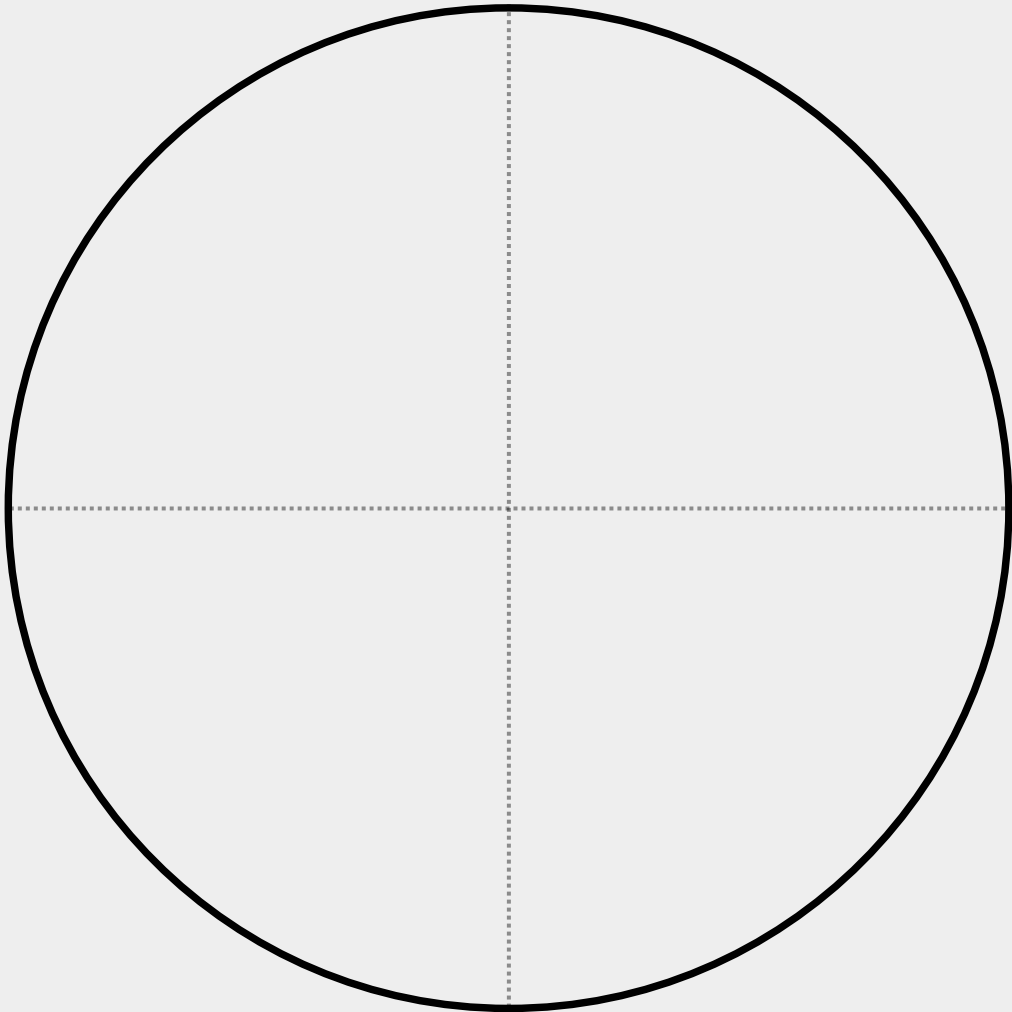


# SAY "I DO"

## Balancing your Innovation Revenues by Launch Type

Look at your innovation revenues from the past 2-3 years and sort them into the categories in the blank pie chart. Where do they stack up compared to the Best and the Rest charts on the right?

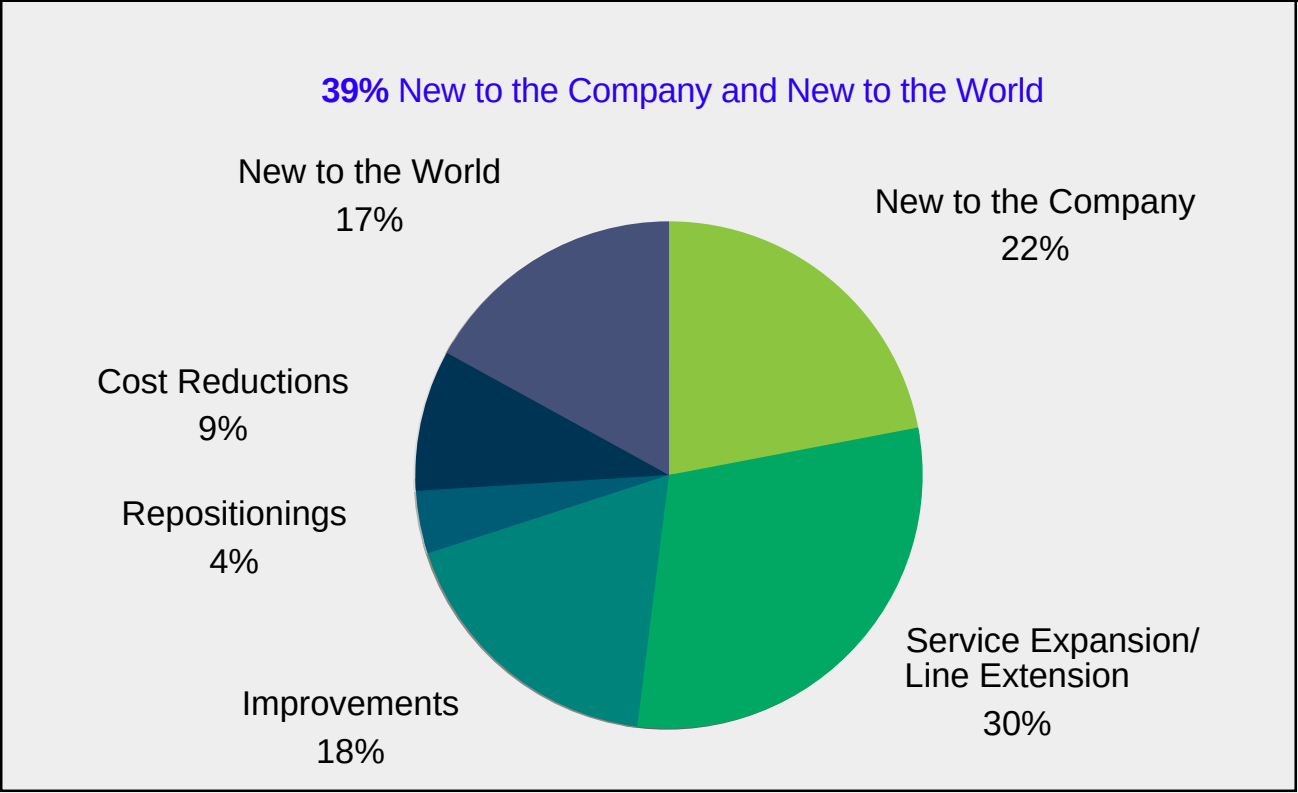


# RISK-FREE INNOVATION

Make a copy of this page for each person in your team.

### Innovation Launches by Type: the Best vs the Rest

<b>The Best</b>	Companies with 20% of revenues from new products and services, with 10% dropping to the bottom line
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<b>The Rest</b>	Remaining companies in the 700-organization sample
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