

# 9 Points Your Company Can Use to Develop an Innovation Strategy

1. Assess your customer needs (All innovation should ultimately focus on [supporting the drive to customer satisfaction](#)).
2. With outside help, [evaluate your internal processes](#) and capabilities to manage the new wave of supply chain innovation.
3. Survey the landscape of supply chain innovation megatrends, and then [take a first pass at assessing](#) which ones may be [most relevant](#) to you.
4. [Benchmark competition](#) and determine how they are addressing supply chain innovation.
5. Evaluate the new supply chain technologies in depth, and perhaps [do a preliminary estimate](#) of return on investment.
6. [Assess the risk](#) to your supply chain and to your company posed by these new technologies.
7. With the above information, [determine what new capabilities you need](#) to develop and then prioritize them.
8. Assess your organizational structure and in detail evaluate your human resources to [make sure you have the right skill sets in place](#) to get to the next level.
9. Develop a business case; get buy-in; develop detailed project plans; [implement](#).

*From the book, [Supply Chain Transformation](#), by Dr. J. Paul Dittman, Executive Director of the Global Supply Chain Institute at the University of Tennessee's Haslam College of Business.*