



Who Should Lead Innovation in Your Company?

Five Models With Hidden
Risks, and the One That
Works



MODEL #1

Embedded in CxO Roles

Innovation is led by CTO, CPO, CDO, or CSO

RISKS

- Innovation becomes secondary priority
- Functional bias, narrow focus
- Day-to-day operations crowd out strategy



MODEL #2

VP/Head of Innovation

Dedicated innovation executive,
but not in the C-Suite

RISKS

- No authority to drive real change
- Resources require C-suite sign-off
- Seen as side project, not strategic priority



MODEL #3

Chief Innovation Officer

C-level role with direct CEO reporting line

RISKS

- Unrealistic expectations for rapid change
- Political friction with other CxOs
- Success measured by the wrong metrics



MODEL #4

Shared Innovation Leadership

Led by councils or committees with shared decision-making

RISKS

- No single owner, no real accountability
- Consensus slows decisions
- Lots of activity, limited results



MODEL #5

Decentralized Innovation

Each unit runs its own innovation function

RISKS

- Every unit does it differently
- Knowledge trapped in silos
- Can't innovate as one company



MODEL #6

Federated Innovation

Centralized orchestration,
decentralized execution, led by
the CINO and the innovation
team

- The CINO enables innovation but doesn't own it
- Local teams execute with autonomy
- Knowledge flows across the organization



Read the full article on
The Innovation Blog →

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