

First 100-day innovation manager checklist

Day 1–30: Understand, Listen, Align

- 1. Meet 1:1 with key stakeholders (executives, R&D, marketing, product, ops) to understand expectations, pain points, and existing innovation efforts
- 2. Request access to strategic documents (company strategy, OKRs, business model, past innovation reports)
- 3. Map the current innovation landscape: What initiatives exist? Who owns them? How are they tracked?
- 4. Audit the existing innovation process (if any) and tools in use
- 5. Assess the current portfolio of innovation projects for status, alignment, and value Identify and document quick-win opportunities that demonstrate immediate value
- 6. Clarify your role, mandate, and reporting structure-avoid overlaps ensure accountability
- 7. Shadow team members and core business units to understand workflows and decision-making dynamics

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Day 31–60: Design, Plan, Connect

- 8. Develop a simple innovation strategy draft: scope, priorities, success metrics, and governance
- 9. Present an “innovation management starter plan” to leadership for feedback and buy-in
- 10. Start building a cross-functional innovation network or council (include doers and decision-makers)
- 11. Create or refine an innovation idea intake process
- 12. Evaluate and select tools for trend monitoring, idea tracking, or portfolio visibility
- 13. Plan one cross-departmental ideation workshop to surface fresh ideas
- 14. Establish regular syncs or updates with executive sponsors
- 15. Review existing training programs; identify gaps in innovation capability

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Day 61–100: Pilot, Improve, Scale

- 16. Launch one small-scale innovation initiative (e.g. pilot project, internal challenge, or testbed)
- 17. Document and communicate early results—highlight wins and learnings
- 18. Introduce an innovation dashboard or scorecard with key metrics (pipeline health, engagement, ROI)
- 19. Roll out an internal communication plan to raise innovation visibility
- 20. Propose training or capability-building sessions for teams involved in innovation
- 21. Refine the innovation process based on feedback and pilot results
- 22. Schedule a 100-day review with leadership to discuss progress, lessons learned, and the next phase

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