



PIPELINE PRESSURE TEST

HOW IT WORKS

The pressure test maps your innovation pipeline against the CLTs and visually demonstrates how trend-proof it is, testing your plans for gaps and/or irrelevancies.

HOW TO DO IT

- Copy and print the template (opposite). In a group or individually, assess which of your planned innovations addresses each one of the trends. Mark up the grid accordingly, matching the X axis (the timeline) with the Y axis (the trend).
- Using a different coloured pen, mark possible gaps in your pipeline — either in terms of trends or in terms of fallow periods, where no innovation activity is currently planned. Discuss as a group: *How might these gaps be filled?*
- Now, on a blank sheet of paper, write the initiatives in your pipeline that you have not managed to map against the trends.

DISCUSS: As a group: How might these be made more relevant to consumer lifestyles? How might they better meet consumer needs?

Pipeline Pressure Test Capture Sheet

Map your business initiative against the timeline and the trend

	What we're doing now	What we're doing next	What we might do in the future
ENGAGING Experiences			
HEALTH & Wellbeing			
COMMUNITY & Identity			
Responsible LIVING			
Fuller LIVES			

What we're doing now

What we're doing next

What we might do in the future