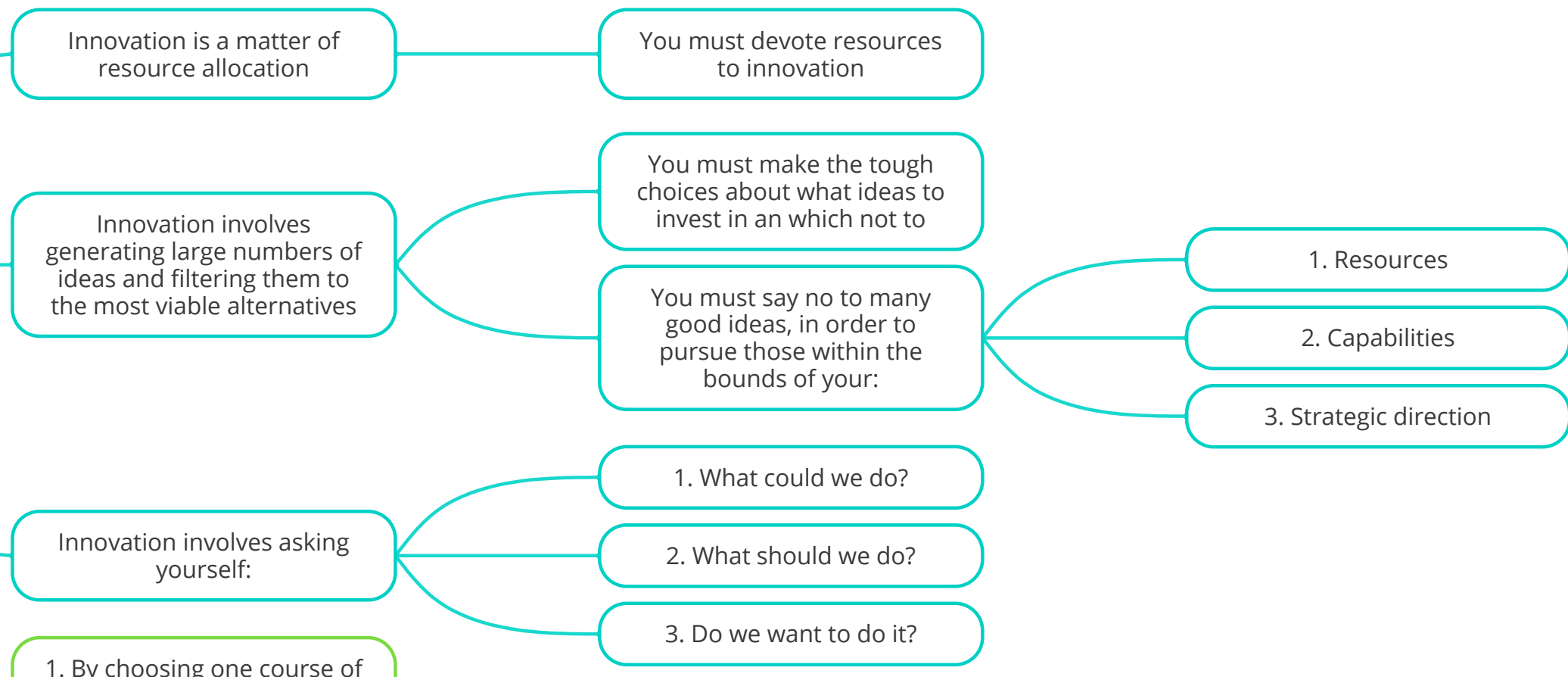


Selecting the Right Opportunities

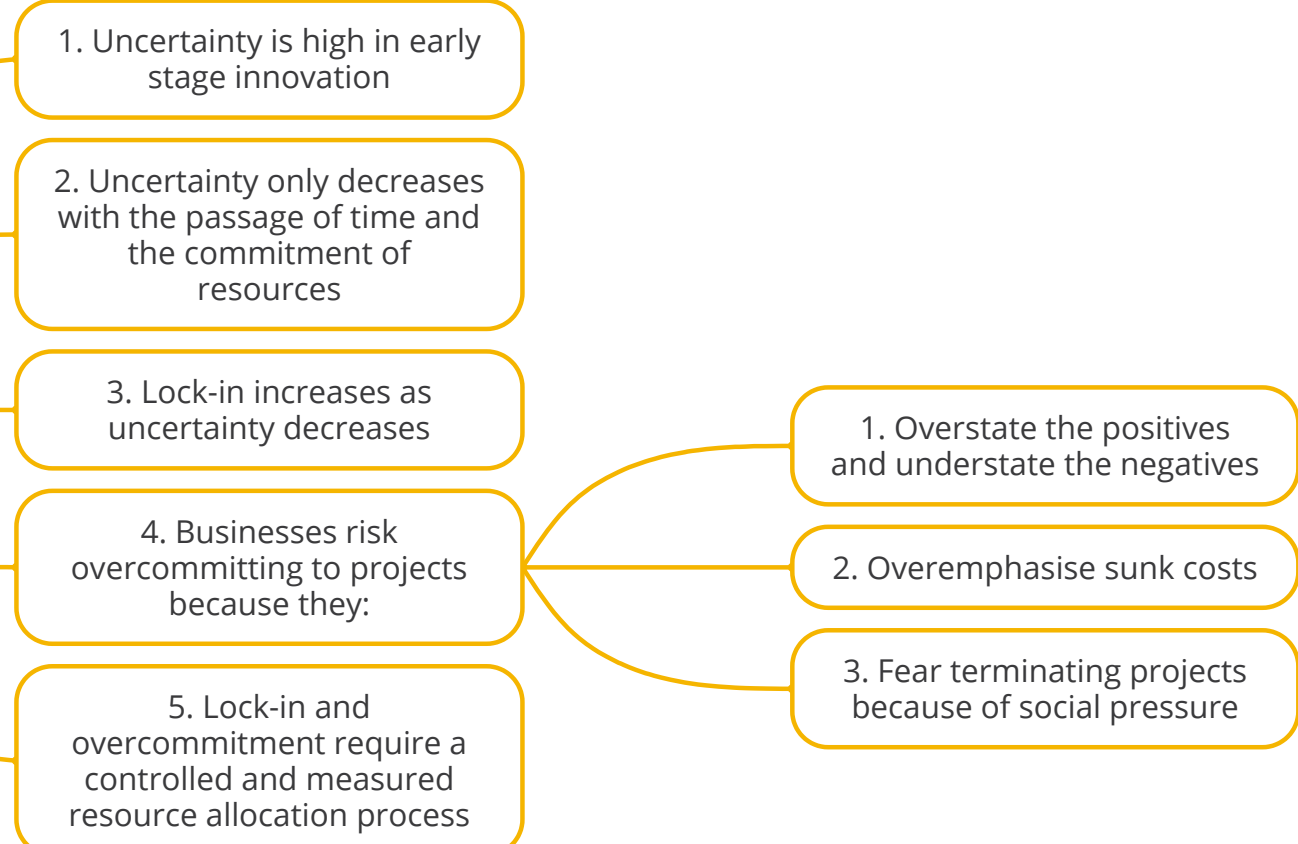
1. Innovation Selection



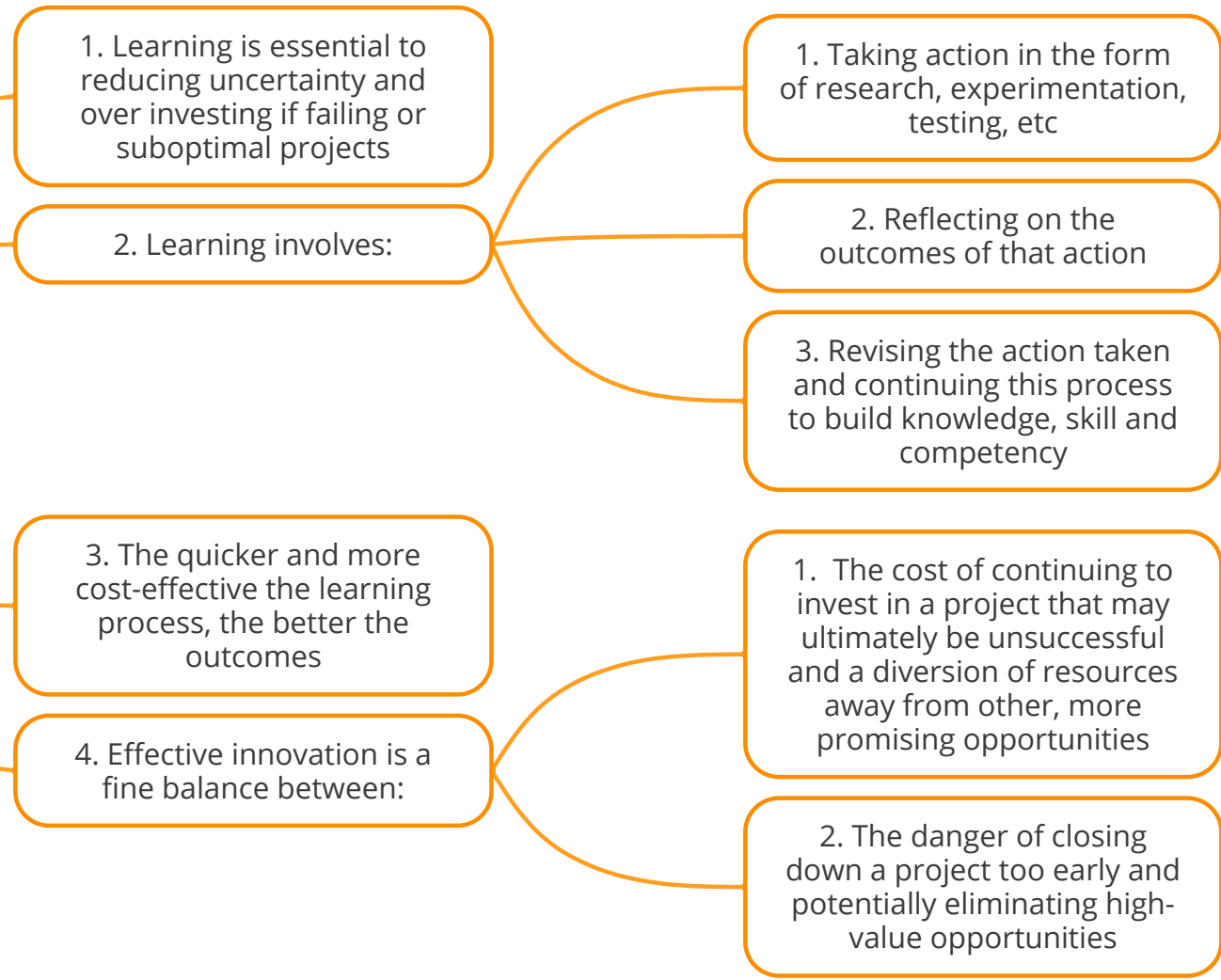
2. Selection Involves Trade-Offs that Create Lock-In

- 1. By choosing one course of action you exclude others
- 2. Choices need to be made with care as the opportunity cost can be significant
- 3. You need to avoid the risk of overcommitting to unviable or suboptimal projects

3. Innovation and Uncertainty



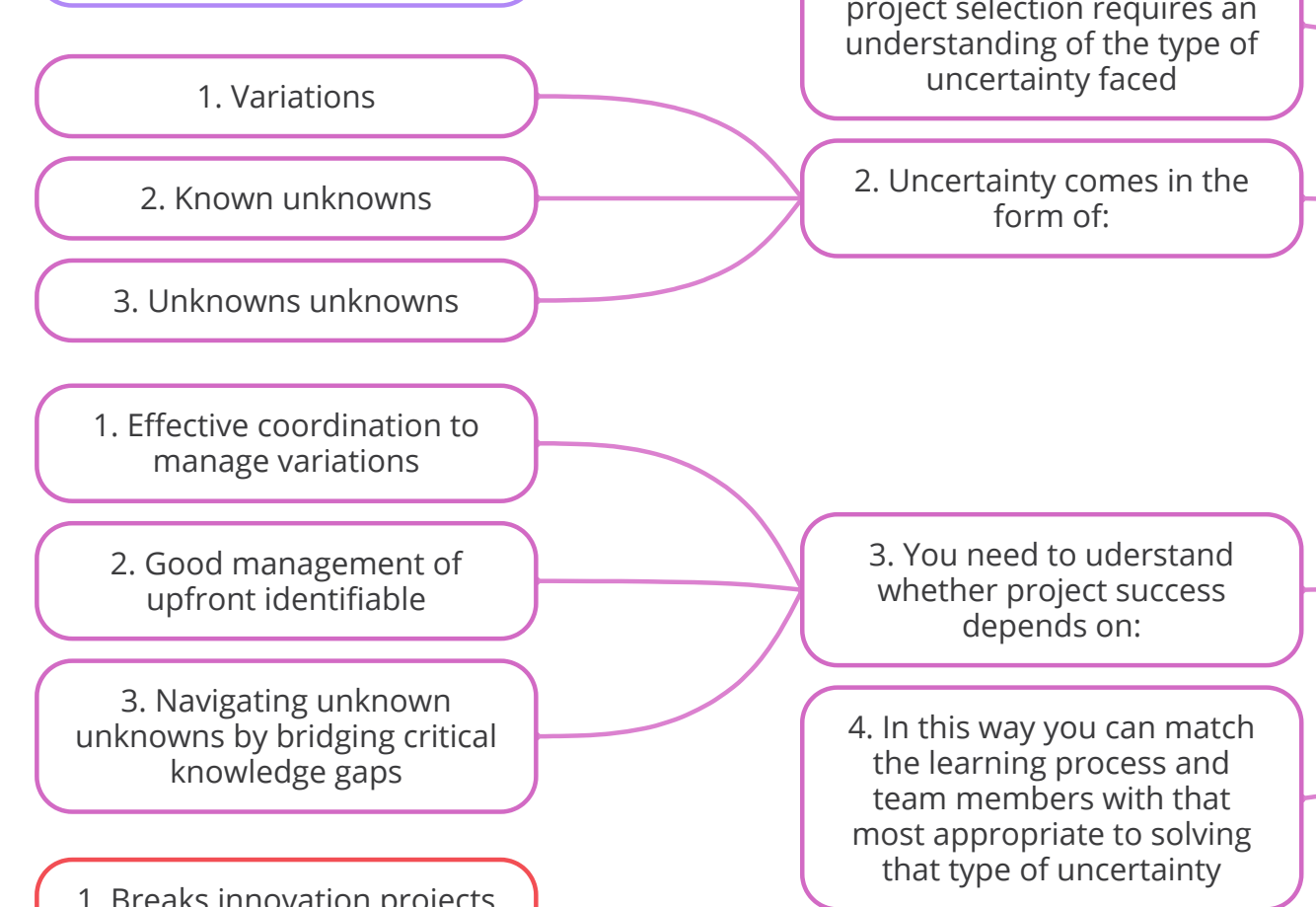
4. Learning and Uncertainty Reduction



7. Key Innovation Selection Questions



6. Uncertainty and Selection Methods



5. Stage Gate Selection Process

