



## The Innovation Diamond™

Can an organization transform itself to become a new products success story, launching profitable new products repeatedly and consistently? Absolutely. And we know how top performing companies master this critical practice. The Innovation Diamond™ is the practical executive framework trusted by industry to enable organization-wide product innovation excellence.

The framework focuses your attention and efforts on what matters most, the 4 proven drivers of new product performance:

- A Product Innovation & Technology Strategy
- Portfolio Management for New Products
- A Stage-Gate® idea-to-launch system
- Climate, Culture & Leadership for Innovation



## Articles and Resources

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### The Innovation Dilemma: How to Innovate When the Market Is Mature

Robert G. Cooper

One of the most successful strategies for businesses facing mature markets is to focus on generating breakthrough new products. In this article, new product development pioneer Robert Cooper walks through five critical components needed to undertake the type of product innovation that yields bolder and more imaginative products.


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### How to Innovate in a Flat Market

Robert G. Cooper

Robert Cooper highlights how companies like P&G, Barnes & Noble, and Green Mountain Coffee Roasters have used breakthrough products, services, and solutions to create growth engines for the business. He describes five critical components of increased new product sales and profit performance and innovation productivity in flat markets.


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### How Executives Can Drive Innovation – The Innovation Diamond™

Featuring Robert G. Cooper

The Innovation Diamond™ has proven to be a valuable framework for executives and organizations searching to simplify an otherwise complex undertaking. In this video, innovation expert Robert Cooper presents the Innovation Diamond™: four research-proven drivers that leading organizations focus on to ensure innovation success.


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### Three Strategies that Produce Immediate Results

Scott J. Edgett

In times of economic uncertainty, many companies resort to stretching scarce resources. In this article, Scott

Edgett provides three practical ways executives can deliver immediate results even within tight budgets, and continue to create profitable new products that deliver what customers want.



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### [Launch Game-Changing New Products with Next-Generation Stage-Gate®](#)

Robert G. Cooper

What is the best way for companies to fill their portfolios with breakthrough new product projects? Robert Cooper provides a multi-faceted solution: feeding your innovation funnel with great new product ideas, and introducing a Next Generation Stage-Gate® process to efficiently and rapidly move new product projects from idea to launch.



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Get started today - [Products](#) and [Services](#) to advance your organization's product innovation success!



Assess your company's product innovation performance



Public seminars and workshops to advance your innovation skill



Build in the four drivers of the Innovation Diamond™

Contact us today to learn more – call us at +1-905-304-8797 or email us at [info@stage-gate.com](mailto:info@stage-gate.com)

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