

# Risk vs. Reward: Innovation in modern enterprises



Innovation – defined as the development and launch of new products and services – is the lifeblood of enterprise companies. And yet, many struggle to transform their creative visions into reality.

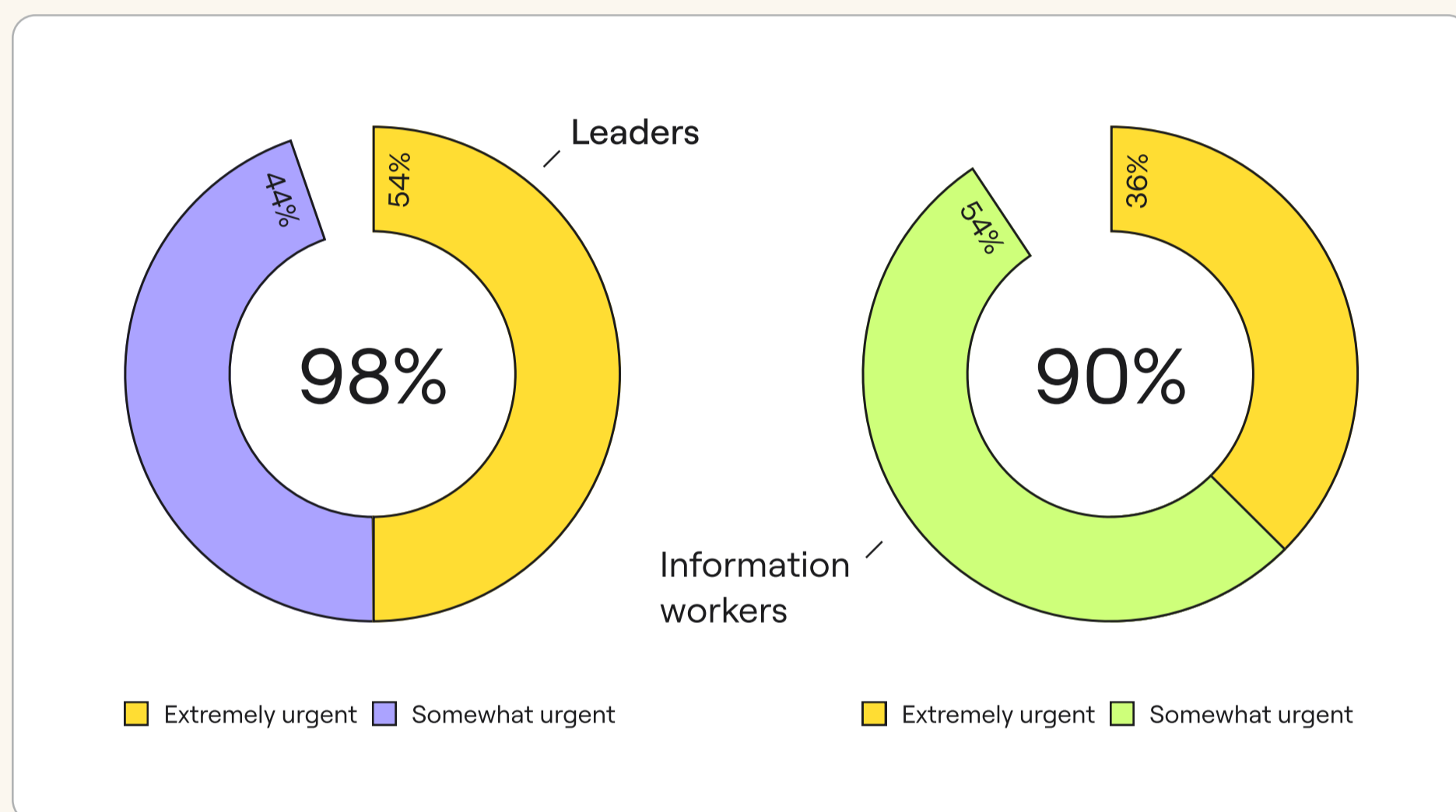
To investigate this inconsistency, Miro surveyed more than **1,700** decision makers and **8,000** information workers from seven countries around the world.

Our findings offer new insight into:

- How leaders and information workers view innovation today
- What challenges are getting in their way
- Why companies should adapt now to innovate better and faster

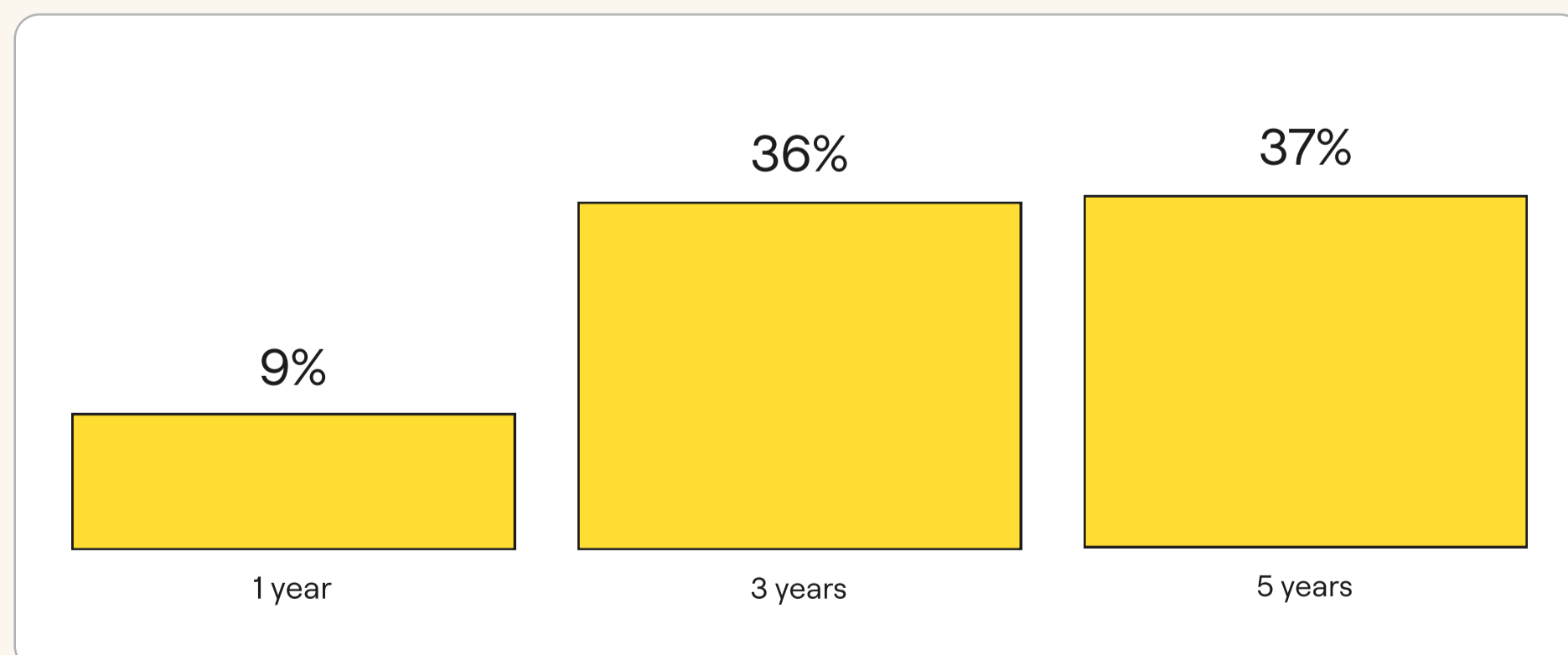
## Innovation is urgent and there's no time to waste

How would you describe the need for innovation at your company?



**82%** of leaders and **72%** of information workers agree that innovation is more urgent now than it was a few years ago.

How long can a company survive if they fail to innovate?



**82%** of leaders believe a company will become extinct within five years if it fails to innovate

Despite widespread agreement that innovation is essential, leaders and information workers' actions tell a different story.



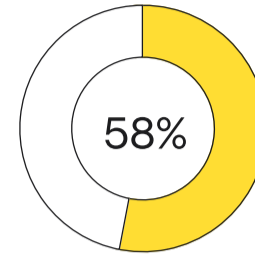
# Three core challenges to innovation

## 01 Macroeconomic

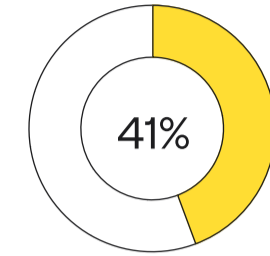
### Innovation: must-have or nice-to-have?

- About half of the leaders (**57%**) and information workers (**47%**) surveyed say that innovation feels more like a luxury than a necessity at this time.
- What's more, **54%** of leaders agree that their companies should pause innovation until the economic outlook feels clearer.

### To disrupt or be disrupted?



Of leaders say that their company is afraid to prioritize breakthrough innovations



Of leaders say breakthrough innovations pose the biggest threat from competitors

## 02 Business

Globally, leaders and information workers identified many of the same obstacles to innovation in the following categories:

### Technological

- Legacy technology stifles creativity
- Legacy technology hinders productivity

### Organizational

- Challenges with cross-functional collaboration
- Lack of speed and efficiency
- Lack of required talent and skills

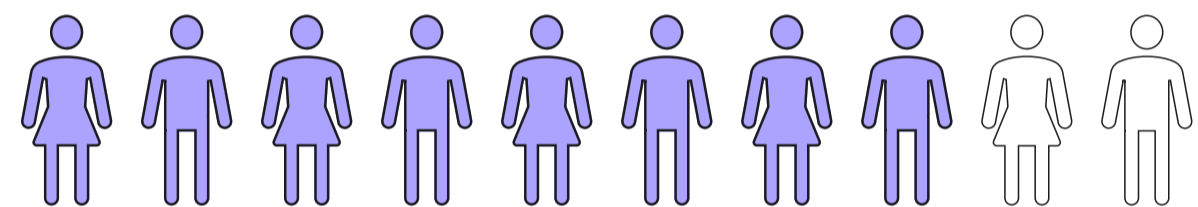
### Cultural

- Resistance to change
- Employee burnout
- Lack of experimentation culture and mindset

Poor planning and communication impede organizations' efforts to put their innovative visions into action:

### Strategic

**79%** of leaders agree that their companies struggle to transform strategy into products and services.



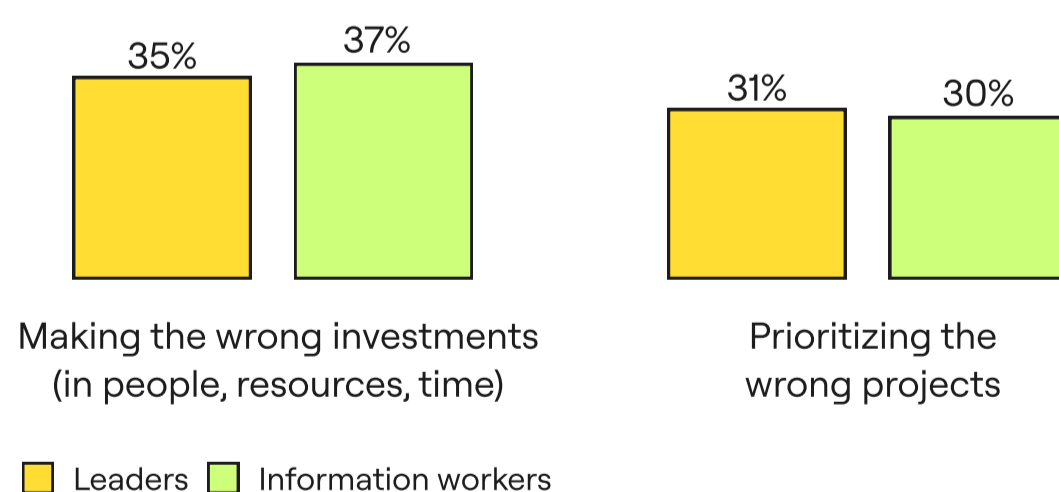
**One-third** of leaders and information workers cite a focus on short-term thinking rather than long-term goals as the top strategic challenge.

**39%** of information workers say their leaders don't discuss their company's innovation strategy and **37%** don't even know what it is.

## 03 Human

With people at the center of innovation processes, emotions can come into play: **62%** of leaders say that fear gets in the way of innovation.

### What's making people afraid?



Making the wrong investments (in people, resources, time)

Prioritizing the wrong projects

■ Leaders ■ Information workers

Fear is personal – and the stakes are high.

**31%** of leaders worry about damaging their reputation or derailing their careers if innovation goes awry.

**52%** of information workers worry that their jobs are at risk if their companies fail to innovate.

# Innovation is good for both business and people

Leaders agree that innovation enables their companies to...

- Expand their customer base (**84%**)
- Grow revenue and profit (**83%**)
- Win against the competition (**80%**)

Information workers say that innovation creates a more human world of work by...

- Nurturing a positive work culture (**78%**)
- Improving employee engagement (**78%**)
- Supporting better cross-functional collaboration (**76%**)

## Methodology

Miro conducted an online CAWI survey in July 2023. We surveyed 1,792 leaders – including heads, VPs, and C-level executives – and 8,261 full-time information workers in product, design, engineering, UX, project management, and other roles involved in product development workflows at enterprises. These leaders and information workers represent seven global markets: Australia, Germany, France, Japan, Netherlands, the United Kingdom, and the United States.