IMPROVE THE IMPACT OF R&D
A GLOBAL FMCG COMPANY

Many companies rely on R&D and Product teams for innovation, equating technical knowledge with innovation. Yet technical populations fall on a spectrum of innovation ability. Simply put, academic and technical resumes are not necessarily indicators of innovation outcomes.

MARY
HEAD OF GLOBAL R&D

Mary heads global R&D for a large consumer goods company. Her teams are hired for their technical degrees, but she wonders if they have the innovation skills to deliver on their pipeline targets. She wonders why some regions are succeeding, while others are struggling.

Mary profiles her R&D teams in seven countries using the Swarm Innovation Profiler. She discovers that the struggling countries lack certain innovation skill clusters (such as Connect, Control and Think), while the stronger regions have higher average Swarm scores, and better coverage of all eight innovation skills that Swarm measures. Moreover, a company-wide hiring pattern emerged in R&D, with overall weaknesses in Pattern Recognition, Financial Orientation and Relating.

With such precise data in hand, Mary is able to make some personnel changes to strengthen the flagging teams, and target specific innovation training to remediate the gaps. The new R&D teams show a greater commercial acumen, awareness and response to emerging trends, and enhanced customer-focus.

Mary appreciates how the Swarm Profiler takes much of the guesswork out of staffing innovation. She has greater confidence that her R&D and technical teams have the intrinsic qualities to actually deliver on innovation, and she has the data to back that up.

About Swarm Vision

Swarm Vision is a Silicon Valley-based predictive analytics company focused on corporate innovation.