

HCH Advisors Announces Its Innovation Results Assessment

Our consulting approach centers around a flexible framework that allows us to apply analyses to accomplish various goals based on the needs of the engagement. As such, our analysis of innovation as it impacts profit drivers throughout the value chain allows us to assess whether the innovation initiatives have produced the benefits and results expected.

As can be seen in the figure on the next page, innovation can be applied to every facet of the business. Our analysis can be applied to the enterprise or to specific portions of the business that might be of concern. Our process will look at innovation initiatives and their impact on the company's profit drivers. We will also consider market and external pressures and how they impact the benefits of innovation.

Our analysis will provide an assessment of innovation initiatives and whether they have produced the expected returns. We will also consider whether there are opportunities for the company to benefit from additional innovation investment.

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