

# 5 Rs of Innovation at Scale

Innovation in 2021 is undoubtedly critical. Equally important is a strategic, cost-effective and scalable methodology so your innovation delivers the desired customer experience and revenue generation.

Here is Miller Zell's checklist to ensure that your innovation rollout anticipates execution at scale, whether that's 100 or 5,000 locations.



## Research

Only painstaking, well-executed research will set you on the right course for a successful rollout across your enterprise. Of course, you'll look into your customer demographics and do some surveys or focus groups. But to deepen a relationship with your brand, go the extra step and experience it as your customer does. These insights will lead to the real innovations that matter.

## Responsible

Responsible innovation is accountable and fiscally sound. Identify the potential pitfalls before you begin. Pressure test your ideas, value engineer your designs and consider existing infrastructure. Cool ideas might generate momentary PR, but a sound responsibility audit before you dive in will deliver business results.

## Repeatable

Staying on budget and operationally feasible is a complex challenge, whether you are talking about store design, fixtures, installation, products or systems. But you'll only succeed if your innovative idea, design or technology can be replicated. Take the time to prototype and test to ensure you have a path to scalability.

## Rigorous

By definition, innovation isn't a final destination but rather the introduction of something new. It's research, strategy, design, implementation and measurement in a continual loop. Build in time for store tours, brand immersion and research, and let the findings create a story that guides proven and ongoing innovation.

## Realistic

Ask yourself two questions: Are you meeting your shoppers based on today's expectations? And are you doing so within the constraints of your business ecosystem? If you answer yes, your rollout can move quickly and nimbly across an array of store footprints, demographics and high- or low-value locations.



## Know What Success Looks Like

Experience and connection mean more than ever. Use our 5 Rs checklist to be sure you have the essential components for rollout-ready innovation.

If you'd like to learn more, please **download our full eBook**, the 5 Rs of Innovation at Scale. Or if you're ready to innovate, **contact us** today.