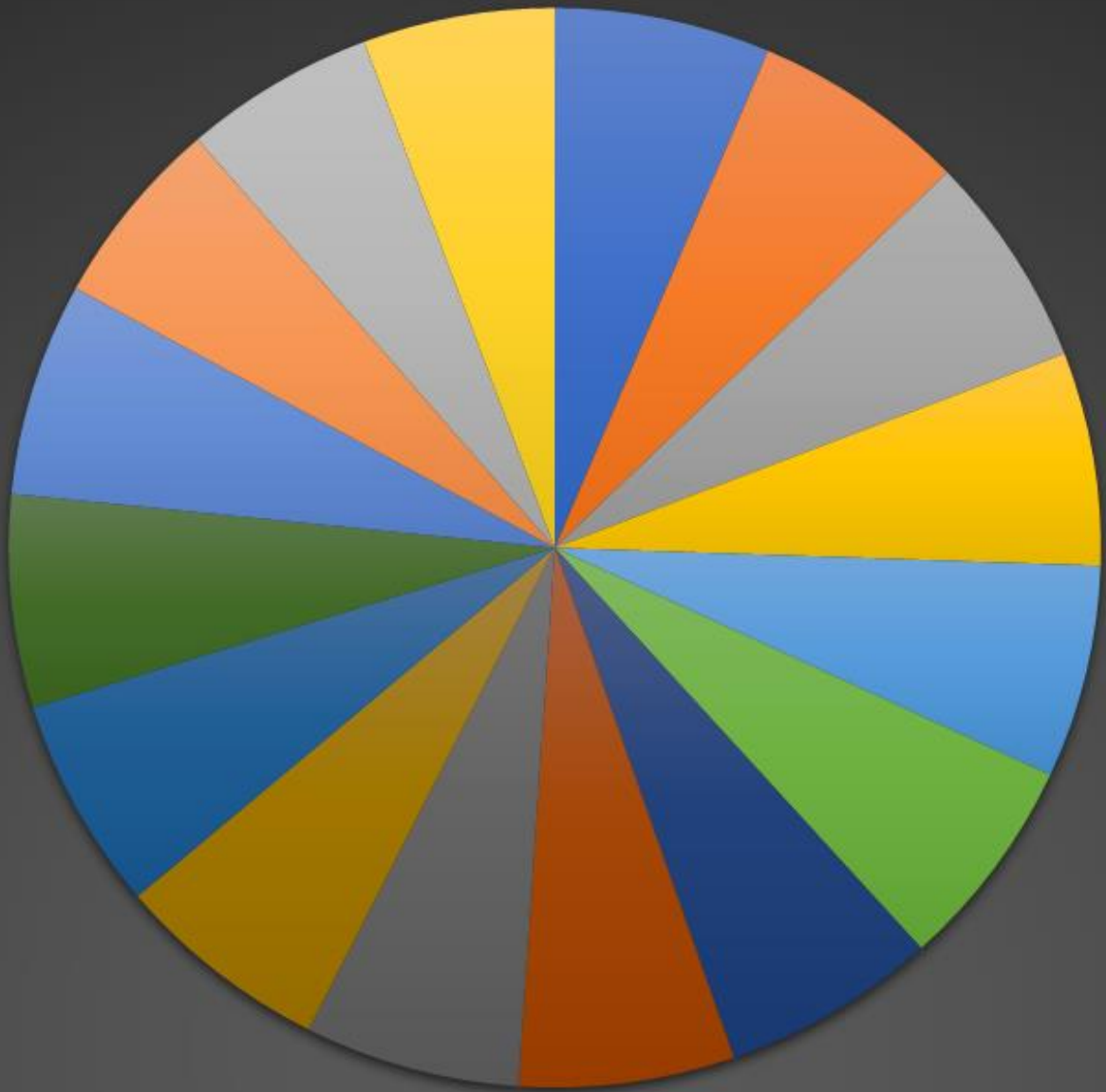


# What Innovation Gatekeeping REALLY is:



- Gates = the platform to accelerate new, profitable revenue
- Gatekeepers are present, prepared, engaged & focused
- Informed by the team's deliverables
- Judge project merit via business success criteria
- Listen & discuss differing perspectives
- Make timely, fact-based decisions - Go, Kill, Hold or Recycle
- Align on the project's prioritization
- Align on next Stage action plan & its price
- Emphasize activities that add value & de-risk
- Emphasize information needed for alignment
- Ensure project resources match potential reward
- Offer wisdom, guidance & encouragement to team
- Be clear about expectations for next Gate
- Contribute expertise as a functional Leader
- Behave as an experienced cross-functional team player
- Make decisions that are best for the BU/Company

