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TOOL

THE INNOVATION CODEX · TOOLKIT

Innovation Performance Review

Purpose. Assess contribution across four dimensions that feature delivery alone does not capture.

What it captures. Learning and de-risking, collaboration and influence, ethical responsibility, and stewardship. It also treats a well-evidenced Wise Kill as a positive contribution.

When to use it. In performance conversations for people working on innovation initiatives, so that learning earns the same credit as shipping.

Common mistake. Crediting only shipped features, which punishes the person who runs a cheap experiment and stops a bad idea early. A review that ignores Wise Kills teaches teams to keep failing projects alive.

Decision rule. Count a well-evidenced Wise Kill as a positive contribution, on par with a successful launch. If stopping the wrong work cannot help someone's review, no one will stop it.

Person and Role

Review Period

Initiatives Covered

Assess each dimension with evidence. Shipped features are not the only contribution.

Learning and De-risking *experiments run, assumptions tested, risks retired*

Collaboration and Influence *how the person shaped decisions and helped others do the work*

Ethical Responsibility *harms flagged, user agency and fairness protected*

Stewardship *scarce resources protected and value sustained*

Wise Kills Credited *each well-evidenced stop, counted on par with a successful launch*

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Reviewer

Review Date

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