

Embedding Innovation

The Innovation Gates

In recent years there has been expectation that innovation will solve the need for cost savings, process efficiencies, market growth and even create new markets. The problem is that most companies find Innovation difficult to define in their business and even more difficult to implement. From ideas to implementation can be a long difficult journey. There are many factors that encourage innovation and many that stop potential innovation dead in its tracks. We offer a systematic and integrated approach to delivering innovation in your business.

Having an innovative organisation can be seen as an almost impossible cultural shift for many organisations, but there are plenty of practical steps you can take to start to make this happen. We have identified 5 levels, or 'gates', at which innovation must flourish – a blockage at any one of these gates can severely hinder innovation progress.

Innovation is the successful exploitation of new ideas that add value; the successful application of knowledge or techniques in new ways or for new purposes. Innovation starts with a clever but simple idea that is not obvious to most but has a large impact on the organisation. It is also about organising a business to exploit these new ideas and opportunities profitably

GENERATING IDEAS

All innovation starts with an idea and staff need time and permission to be creative. Organisations need to provide permission and rattle room to think outside the box; give staff the tools and techniques that help demystify the creative process; and help individuals find their unique role in the innovation process.

SOCIALISING IDEAS

Sharing your idea with similar-minded peers to review and support can be invaluable, but do not overlook the benefit of sharing with people who you may not work closely with. The best way to develop a solid idea is to make sure a diverse mix of people with different thinking styles, backgrounds, and perspectives have their say.

MANAGING IDEAS

The manager has many roles in the innovation process. Firstly managers must provide the context for their staff and bring the company strategy alive. Secondly they encourage ideas and collaboration in their team. Finally act as champions for the best innovations.

ENVIRONMENT FOR IDEAS

Organisations needs to ensure that processes encourage & catalyse innovation rather than prevent it. They need to find ways for ideas to evolve, be shared, cultivated and picked up while helping measure, communicate and exploit innovative ideas.

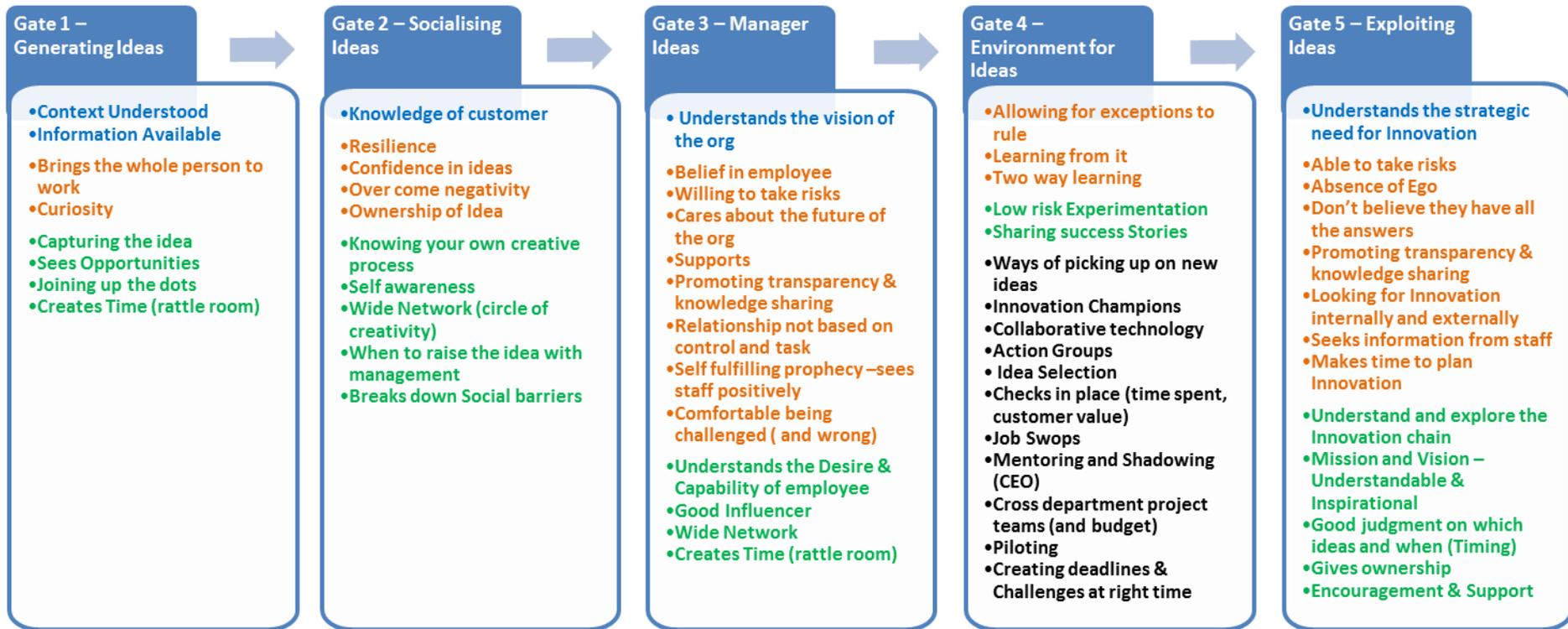
EXPLOITING IDEAS

Leaders understand the importance and power of innovation, and know how to harness the power of good ideas from their employees. Encouraging innovation has a consequence for leaders, as they must make the (sometimes brave) decision to endorse or reject ideas at the leading edge of an

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This overview gives you an idea of the types of skills, knowledge, attitudes, and environment required to make sure that each gate is allowing ideas to flow from one to another.

■ = Skills ■ = Knowledge ■ = Culture
■ = Attitude ■ = Environment (Process)

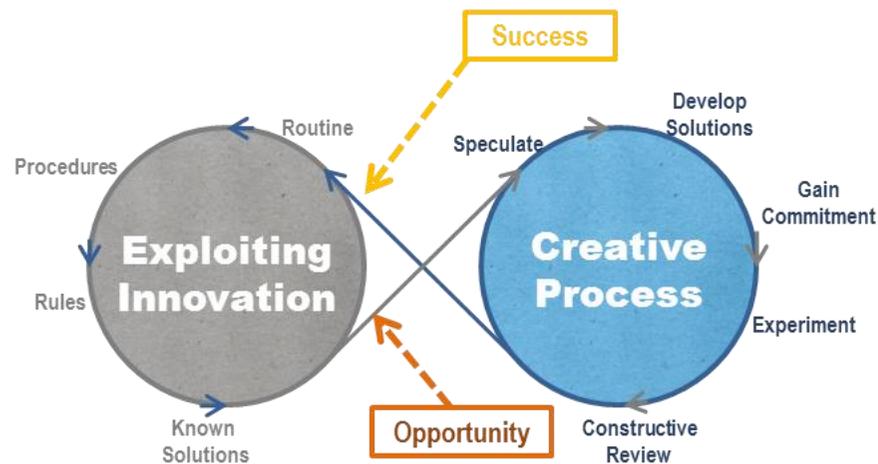


Creative Environment Cultural Difference is embraced Diversity Freedom Common Language
 We are an Innovative Organisation Trust Playfulness Belongers
 Psychological Safety Change Ready Learning Environment

The Innovation Journey

The Holistic Approach

Our holistic approach addresses both elements of the innovation process. On one side we work with individuals and teams helping them with creative thinking, brainstorming techniques, capturing ideas, better team working and how to manage creative teams. On the other side we help organisation capture, measure, communicate and exploit innovative ideas, not forgetting that all of this is held together by an organisation's strategy and culture.



The Cultural Factor

Individual creativity as a basis for initiating innovation is not only influenced by organisational factors but also greatly depends on the surrounding culture as a whole. Intangible cultural factors can be the most difficult part of the innovation journey. How do you give your employees permission to fail while still keeping your high standards? How do you allow exploration and maintain process compliance?

The key is to build on both failures and success, every time an employee tries to innovate, and the organisation supports them, everybody involved gains in confidence and creates new learning for the organisation. This feedback loop, if capitalised on, drives an innovation culture as employees develop bigger networks; managers have more confidence in staff; and the leaderships have a lowered perceived risk of innovative activities. This is what makes innovation a journey not a status quo.