

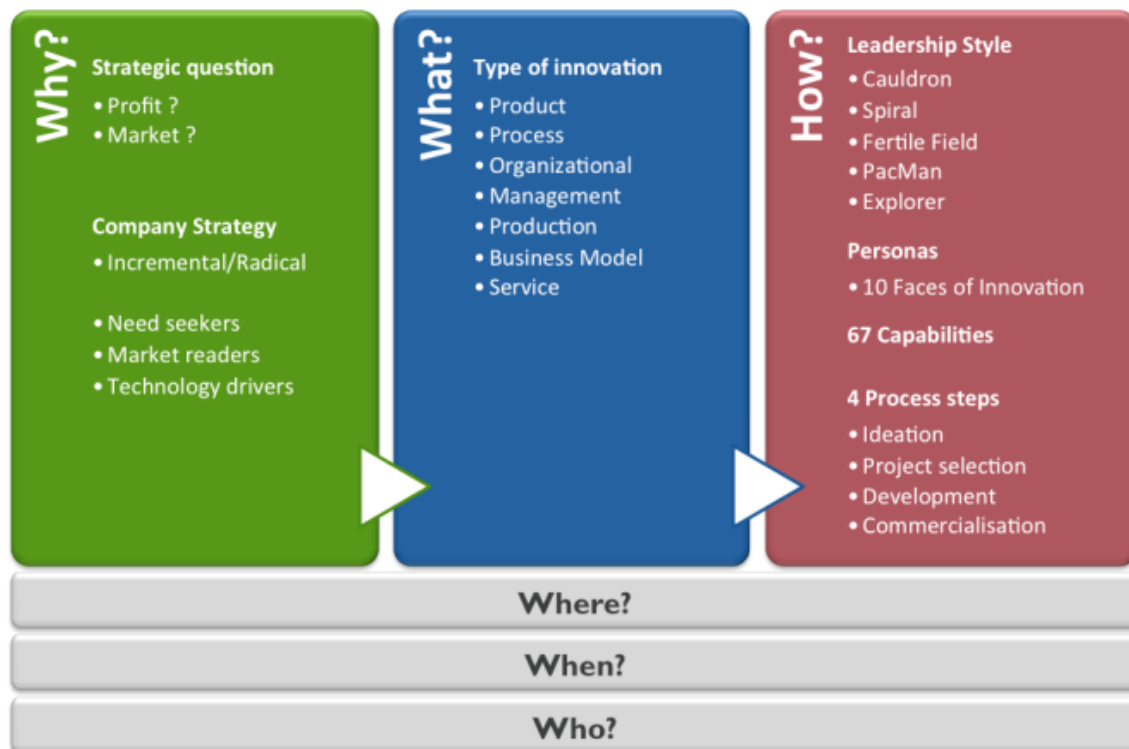


INNOVATION PROCESS & SYSTEM

The process of successfully implementing innovation requires addressing many parts of the organisational environment, including the organisation's strategy, its culture, people, systems, processes, governance, competitive landscape and its external key drivers.

Our partner, Innovation360 Group has, over the course of a number of years, developed the world's largest innovation database, as well as a comprehensive method for measuring innovation strategy, together with its work, culture, leadership and capabilities, so that we can help you to successfully implement innovation and maximise its potential throughout your organisation.

The I360 innovation framework



This powerful Innovation Framework, developed by Innovation360 Group, is based upon decades of research and practises.

You might ask, "**Why innovate?**", but to answer this seemingly simple question, let us first examine the strategic nature of innovation. We know that innovation is a strategic necessity, because the primary purpose of innovation is to ensure that an organization survives and the evidence overwhelmingly shows that any organization that doesn't innovate, probably wont stay in business. Hence your innovation process should be aligned with your organization's strategy and innovation should be a key factor that defines how your strategy will be realized.

You might also ask "**what to innovate**" and we recognize that the unpredictable nature of change requires us to prepare for many types of innovation options for a wide range of possible futures.

you might then ask, "**how to innovate?**" and we grasp that a rigorous innovation process is essential. furthermore this process must be driven by startegic intent, i.e the "why" of innovation. so in fact, the innovation process itself begins with strategy. the second step is the "what" of innovation. this is a highly strategic question and does not just happen randomly. many organizations believe that this is one of the first steps, but in reality it is in the middle of a strategic, well implemented innovation process.

When we think about "**Who innovates?**", we see that in a robust innovation culture while everyone participates, there are three distinct key roles to be played in achieving broad and consistent innovation results:

- the Innovation Director
- the Innovation Ideator
- and the Innovation Champion

However, these roles must be in harmony with the personality (personas) of those participating in the innovation work.