TIM Foundation

1.1 The Innovation Maturity Model - Foreword

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This document set is the first truly international Innovation Maturity Model of its kind, published by the Product Development and Management Association (PDMA) in cooperation with the TIM Foundation. It helps organizations of any kind to set up innovation management properly as a function, building on the knowledge and expertise of innovation managers around the world. It also helps building innovation capability across borders, so that organizations as well as people can be educated and assessed using the same terminology and concepts, wherever they are. *In short, the Innovation Maturity Model builds innovation excellence, as distinct from operational excellence.*

When building the Innovation Maturity Model, we found that by and large, many organizations, be it public or private, large or small, wrestle with the phenomenon of innovation management. Managing seemingly conflicting goals (creativity versus structured development and deployment) is a challenge in itself. One the one hand, processes needs to be relatively loose and unstructured at the front, yet at the same time they need to be highly structured and disciplined at the back end. Only few organizations succeed in setting up appropriate policies and take proper measures that make sense straight away. The ones that do this by themselves, often don't get it right first time round (too tight), or even second time (too loose) as this in itself is a process of adaptation. When we informed a select group of practitioners about our early plans to build a Innovation Maturity Model, people responded very favorably as they looked at themselves as having groped around for a very long time, fruitlessly looking for solutions that stick.

The PDMA Innovation Maturity Model is of an advisory nature and fosters a path of growth and development along a trajectory. This means, that rather than using highly prescriptive formats and produce impressive but superfluous stacks of documentation, people are advised to create and use their own mix of well-chosen processes, tools, metrics and other in-house practices that make sense in their particular context. Most aspects of innovation can be well-formulated, and put into practice using relatively uniform guidelines, but they are always tailored to user and organizational needs. Until now, very little structure existed in terms of truly shared recognized vocabulary. Adoption of the Innovation Maturity Model helps eliminate waste and boosts productivity as it resolves inefficiencies and ineffectiveness. The Innovation Maturity Model will make a contribution to help organizations deliver a better innovation performance, particularly now, when innovation excellence is more important than ever.

In the Innovation Maturity Model we describe elements such as culture, leadership, resources, processes, monitoring and measuring, and improvement in general. Together they form a coherent set of factors you can implement to make organizations truly innovative in all aspects. The Innovation Maturity Model can be used and read on many levels:

- The standards text (the core of the Innovation Maturity Model) plus the interpretation guideline which is the core
- The accompanying assessment checklist tool
- The implementation guideline, which helps people create their own Innovation Management System
- Further supporting documentation: guidelines, reference documents, scoring models, definitions, training materials, etc.

Scope
The Innovation Maturity Model is applicable to all types of organizations, from corporations, large or small, educational, not-for-profit, public, private, to even sports clubs. It is applicable to all countries of the world.

Feedback
Should you have any questions or suggestions, feel free to let us know to help us improve it.

More information? Check out www.pdma.org, or for more background information www.timfoundation.org