



1.5 One-Minute Guide to Innovation Management Systems

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Is innovation management necessary?

That is like asking, do plants need sunlight to grow? It has been scientifically established that innovations lead to significant growth, added value and prosperity. There is also the flip side of the coin: any organization that ceases to innovate and renew itself, becomes irrelevant to its stakeholders. Any organization that becomes irrelevant to its stakeholders will fade, and eventually cease to exist.

Is innovation management easy?

Let us be clear: proper innovation management is never-ending work, it is *not* a project. It is a sequence of activities leading to a desired result that involves all organization units. Innovation management is different for every organization that tries it, but there is a system to this and more than people think. Forgetting essential steps or ingredients could mean results are disappointing, expensive and frustrating. That is why using an Innovation Maturity Model to build your Innovation Management System is a good plan, if only to avoid omissions and pitfalls.

Why is having an innovation management system a good idea?

Innovation management is far more manageable than people think!

- Building your own innovation management system is creating your own innovation manual and building innovation maturity in your organization
- Using an Innovation Maturity Model saves time and money by eliminating loss and by fixing broken processes in an innovation management system
- Implementing an Innovation Management System creates a thorough, systematic approach for all new product, service or process development activities
- It also helps to create a common framework for innovation terminology, for training, and assessments.

How do you make it work for you?

Setting up an innovation management system is not a photo but a movie!

- Start by reading core documentation and read through accompanying materials
- Then continue by performing a quick first assessment, assessing biggest innovation needs
- Then build your innovation management system, involving senior management support, using the Implementation Guideline. If you don't know where to start, there is also a low-threshold starting toolkit available.
- Instruct your colleagues on how to use your materials, and what to do with it
- Conduct regular measurements of progress, and establish regular assessments making further improvements