



1.0 The Innovation Maturity Model – A Management Summary

Why have an Innovation Maturity Model?

Any organization, in order to stay alive, needs to continually adapt itself to its environment. Many of those changes are small, some changes and developments are significant and radical. This Maturity Model describes precisely what it takes for an organization to be truly innovative, to make those changes big and small. It helps organizations get better at creating new and different services, products and processes and thereby stay relevant. Saving time, cost, and effort. Get smarter and better, improving innovation capability.

What is the Innovation Maturity Model?

This is a truly international and universal Innovation Maturity Model. It is the first of its kind. Utmost care has been given to make this available and accessible to all organizations, regardless of their nature, purpose and activities.

The Innovation Maturity Model consists of seven main documents:

1. The Innovation Management Standard
2. The Assessment Checklist
3. The Interpretation Guideline, containing assessment notes
4. The Basic Implementation Guideline
5. Innovation Definitions
6. Innovation Metrics
7. The Accreditation and Certification Program (household rules for accreditation and certification).

A whole range of further support documents is available, such as for example a guideline for using the Innovation Maturity Model in smaller organizations, a guideline for sustainability reference documents on process, on innovation venture programs, and many internal tools which help auditors and consultants prepare innovation assessments and provide advice respectively. There is also a simple toolkit available for those who are just about to start on their journey towards innovation management maturity without much hassle.

What does this Innovation Maturity Model cover?

It describes the ideal situation or norm of any organization's required measures to be truly innovative. This is done according to three overarching criteria that determine an organization's innovation capability: planning, execution, and deployment. It covers six major areas: Culture, Leadership, Resources, Processes, Monitoring and Measuring, and Improvement.

How does an assessment work?

With the Innovation Maturity Model, you can perform self-assessments, which gives you the possibility to opt for a self-declaration to reach level 1. Then you can aim for higher levels of capability by asking a professional assessment organization to rate you against the 3 dimensions mentioned above, which identifies where improvements could be made, to be able to continuously increase your capabilities to innovate and so increase overall innovation

performance. Attention has been given to incorporate principles of sustainability where that is relevant.

Can you really innovate with an Innovation Maturity Model?

Certainly. Although you cannot manage all aspects of innovation – it would be rather preposterous to claim full control over e.g. creativity or serendipity. Yet you definitely can *facilitate* innovation and give it focus and direction, and you *can manage facilitation and direction-giving*. The Innovation Maturity Model is a cooperative initiative of the Product Development and Management Association, holder of the Registry, and the Total Innovation Management Foundation, which manages the Innovation Maturity Model on behalf of PDMA.

More information? Check www.pdma.org for the documents and information on how to acquire them, and www.timfoundation.org for more in-depth information.