



TIM Foundation

*News Brief*



## **NEW SUPPLY CHAIN INNOVATION GUIDELINE**

In close cooperation with the Product Development and Management Association (PDMA), the PDMA and TIM Foundation have published a new Supply Chain Innovation Guideline. This is a support document to TIM's core Innovation Management Maturity Model, Standard and Guidelines. This innovation maturity model can be used to thoroughly assess and develop lasting innovation capability of people and organizations.

Organizations can use the Supply Chain Innovation Guideline to include their suppliers' participation in their innovation activities. This means, that their suppliers will play a role in their innovation strategies and can contribute as active partners, thereby increasing the innovation capability across the value chain.

At PDMA and TIM Foundation we believe supply chains are a valuable, but underestimated resource for innovation. Organizations that actively invite their suppliers to participate will significantly increase their innovation capabilities, and may do so with limited investments.

We also see this as a win-win situation for the suppliers, who can develop and improve their capability to innovate with the help of their important, strategic customers.

Some key parts of the Guideline include: the extension of an existing innovation management system (built with the maturity model) to the supply chain, establishing two-way communications on innovation management, detailing specific innovation management activities between the organization and its supply chain, monitoring and measuring activity, supplier innovation management support and recognition, establishing strategic partnerships, etc.

The new Guideline and the Innovation Maturity Model are available through PDMA at [www.pdma.org](http://www.pdma.org) or through selected distributors.

For more information about the Guideline or the Innovation Maturity Model, contact:

[info@timfoundation.org](mailto:info@timfoundation.org) / [mohanlon@pdma.org](mailto:mohanlon@pdma.org)

or look at:

[www.timfoundation.org](http://www.timfoundation.org) / [www.pdma.org](http://www.pdma.org)

08/06/2015 – Vol 7.0