



1.0 The Innovation Management Standard and Maturity Model – A Management Summary

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Why have a sustainable Innovation Management Standard and Maturity Model?

Any organization, in order to stay alive, needs to continually adapt itself to its environment and create new product and services in the process. Many of those changes are small, some changes and developments are really significant, and sometimes radical. The Innovation Management Standard and Maturity Model describes precisely what it takes for an organization to be truly innovative, to make those changes both big and small. It helps organizations get better at creating new and different services, products and processes and thereby stay relevant. It also helps organizations to innovate with sustainability principles. Saving time, cost, and effort, and saving the planet. Get smarter and better, improving innovation capability continually. Using the sustainability guideline, you can innovate while balancing people-planet-profit goals at the same time.

LEVEL ONE	LEVEL TWO	LEVEL THREE	LEVEL FOUR	LEVEL FIVE
Investigating	Implementing	Capable	Effective	Excellence

What is the Innovation Management Standard and Maturity Model?

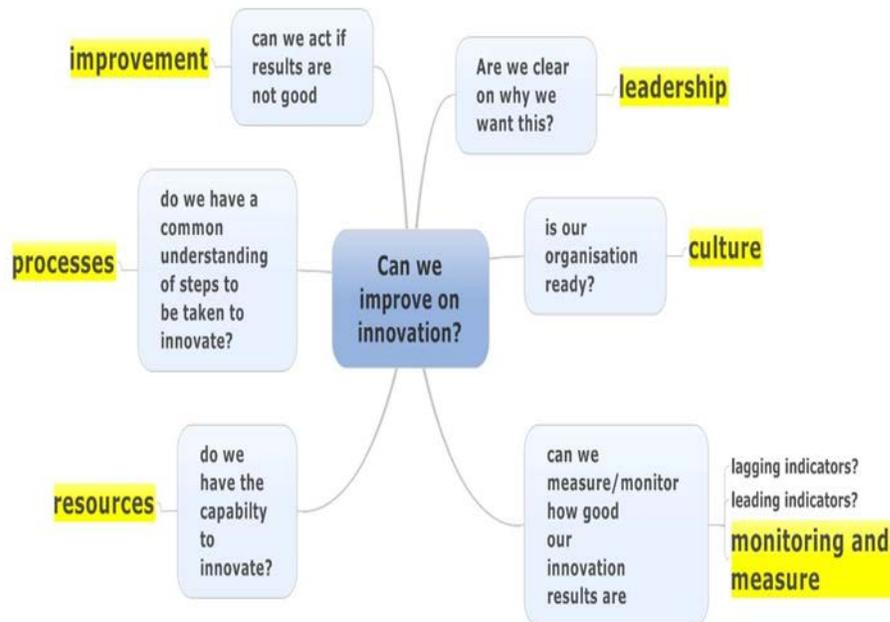
This is a truly international and universal model to assess organizations on their innovation capability and to help improve capability. It is the first of its kind that is also sustainable. Utmost care has been given to make this maturity model applicable to all organizations, regardless of their nature, purpose and activities. It consists of eight main components:

1. The Innovation Management Standard
2. The Assessment Checklist and the accompanying Maturity Grid
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 materials is available, such as for example a guideline for using the maturity model in smaller organizations, a guideline for sustainability and one for supply chain innovation. There are more reference materials on process, on innovation venture programs, and many internal tools which help assessors and consultants prepare innovation assessments and provide advice respectively. There is also a basic toolkit available for those who are just about to start on their journey towards innovation capability without much hassle, called Innovation LITE. There are also four free innovation guidelines on our website.

What does this Innovation Management Standard and Maturity Model cover? It describes the requirements, and provides a maturity path for any organization to become truly innovative. This is done according to three overarching criteria that determine an organization’s innovation

readiness: planning, execution, and deployment capability. It covers the six major areas or elements: Culture, Leadership, Resources, Processes, Monitoring and Measuring, and Improvement. When you want to improve innovation maturity, you find answers to six fundamental questions for each of these elements:



How does an assessment work? With the Innovation Management Standard and Maturity Model, you can perform self-assessments, which gives you the possibility to opt for a self-declaration to reach level 1. You can aim for higher levels of innovation capability by requesting an assessment partner to rate your organization against the 3 dimensions mentioned above, which identifies where improvements could be made, to be able to increase your capabilities to innovate and so increase overall innovation performance. Attention has been given to incorporate principles of sustainability where that is relevant. *Really improving innovation capability is a movie, not a picture.*

Can you improve innovation capability with an Innovation Management Standard and Maturity Model?

Certainly. You cannot manage all aspects of innovation capability. It would be rather preposterous to claim full control over e.g. creativity or serendipity. But you definitely can *facilitate* innovation and give it focus and direction, in other words: you *can manage the facilitation and direction-setting process.*

Need more information? Check www.timfoundation.org for more in-depth information.