

Organizing for Innovation Excellence

Introduction to an International
Innovation Maturity Model

Why should organizations implement an Innovation Maturity Model?

- Commoditization is everywhere
- Innovation cycle speed goes up
- Natural and financial resources are depleting
- Hence: we need *more innovation with less people at lower cost*
- Only two factors create distinction with competition:
 - Incremental innovation: better, faster, cheaper
 - Radical innovation: differentiated
- Adoption of a maturity model can also drive innovation in the value chain
- Do organizations walk the talk with innovation?

Rationale for an Innovation Maturity Model

- Need for shared terminology on practices, processes, tools, metrics:
 - Need for a common language
 - Need to resolve inefficiencies
 - Need for harmonization of processes: this becomes really painful when implementing software
- Building an Innovation Maturity Model works:
 - Innovate better, cheaper, faster
 - Achieve normalisation, sharing, and improvement of practices
 - Provides objective, neutral assessments of maturity progress
 - Unified approach, for training and assessing professionals and organizations

Let's improve innovation together!

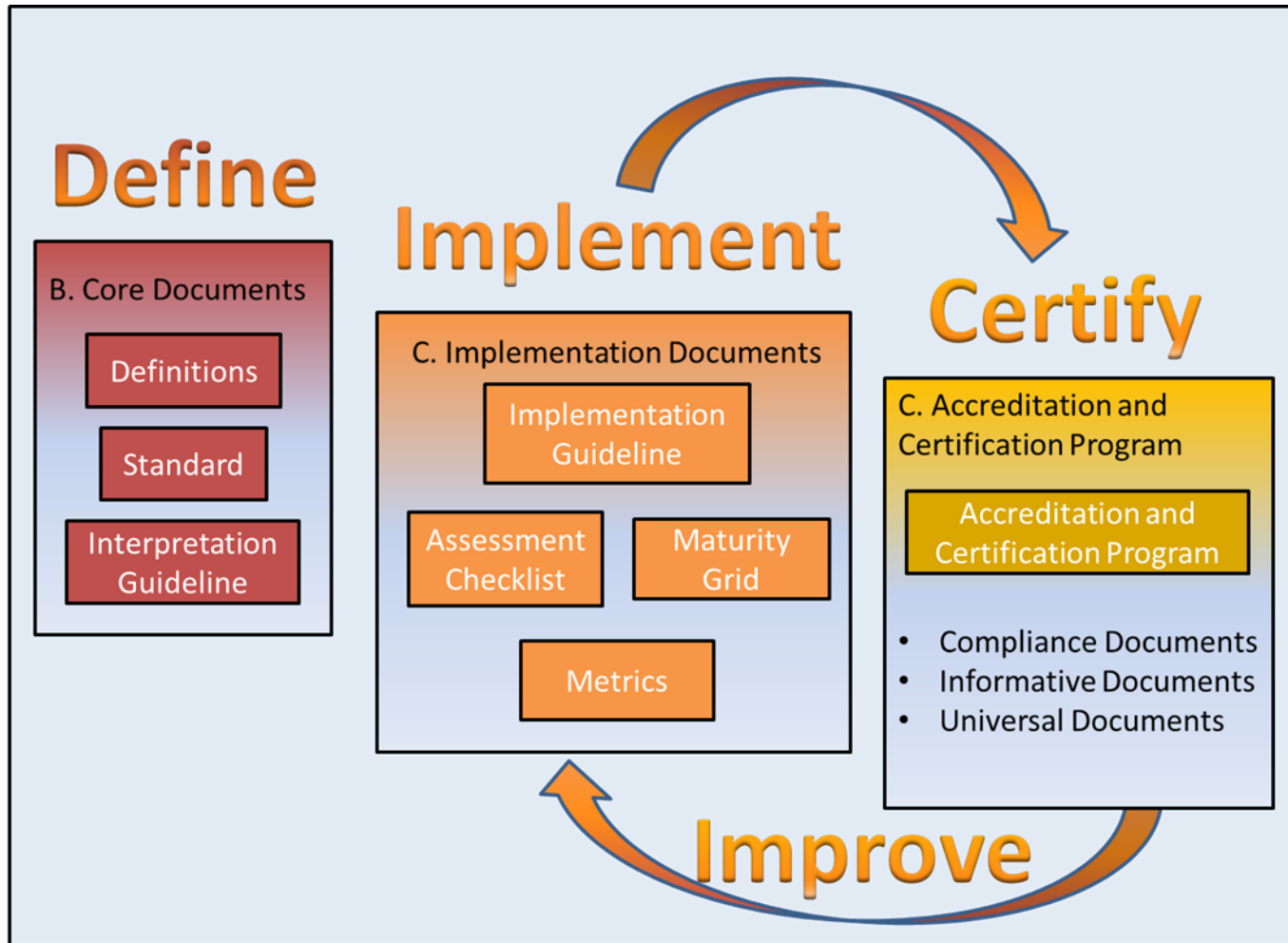
What will an Innovation Maturity Model help people do?

- Boost capability to create and market new products and services
- Save time and money developing new products, services, processes is crucial in today's economy
- Build new or replacement innovation processes / methods / tools quickly, thoroughly, with few omissions or blindspots
 - Condensed experience, verified and vetted by pros
 - Quickly build common terminology, process, tools, metrics
 - From the standard as point of departure: continue to search for and embed *Evidence-Based Innovation*
- Perform quick scans and monitor progress over time

Why have an Innovation Maturity Model?

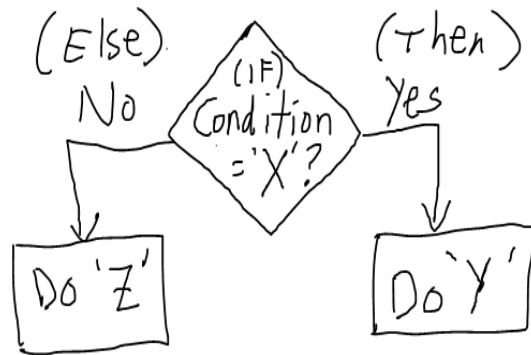
The Innovation Maturity Model strives for innovation excellence

- Public availability: not proprietary/private
- Reduced fail cost delivers immediate payback
- Reduced automation cost through a common Maturity Model
- Create/rebuild innovation capability that is comprehensive and effective
- Reduce dependency on key personnel
- Improve the quality of innovation decision-making
- Reveal what works and what does not
- Improve cross-functional and international collaboration
- Monitor progress over time against objective targets



Why should organizations improve innovation capability?

Thorough

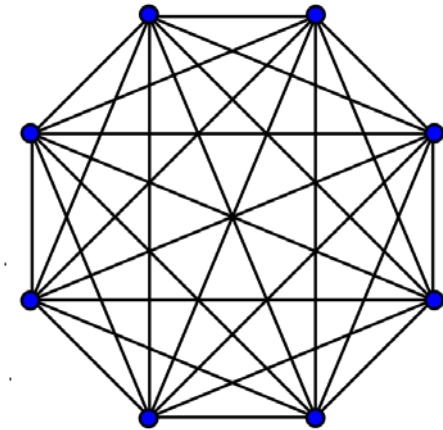


**No reinvention
of the wheel**



...AND I HAVE FOUND THIS ONE WORKS ALOT BETTER.

Holistic



TIM Foundation

Demonstrable value

A literal Voice of Customer quote:

“It is not there, and we would like to see guidelines like this.”

Innovation Executive, TetraPak

What does an Innovation Maturity Model add to the world?

- Highly structured, complete and thorough way to pragmatically organize all innovation activities
- Universally applicable: profit/non-profit, public, sports, religion
- Many organizations have some structure and process built around innovation, yet *seldom are they as thorough and comprehensive as needed*
- Our drive is to help others become more innovative

Is creating real innovation capability a burden?

- **It depends on your goal!** *Don't implement a structured approach if all you want is execute on a simple idea*
- Organize *repeatable innovation capability*
- Advisory and scalable: capture what the organization needs, nothing more
- Implementation leads to *less waste*
- The goal is to *increase innovation capability on planning, execution, and deployment*

Is an Innovation Maturity Model feasible in a complex world with no central control?

- **YES.** Most organizations have more complex interactions with their environment today
- Innovation can come from organizations of any size or shape and from any corner
- Creating innovation capability becomes *more* important rather than *less* in good communication

Who benefits from an Innovation Maturity Model?

- Organizations want to achieve competitive distinction
- Professionals want to get better, advance their career
- Consultants want to assist clients with validated tools to assess organizations on their innovation capability
- Senior managers want more innovation at lower cost and with better distinction against competitors

Organizations and innovation professionals are judged by the same criteria and with the same terminology

Why should we use a Maturity Model?

- The Innovation Maturity Model is advisory: *organizations are in charge to determine how deep and wide they implement it*
- Every organization should implement its own innovation capability measures, not copy others'
- Develop and use only tools, processes and methods *that are relevant to you*
- *The Innovation Maturity Model is a path towards sustained and sustainable improvement, a thorough qualitative instrument rather than a one-off benchmarking tool*



LEVEL ONE	LEVEL TWO	LEVEL THREE	LEVEL FOUR	LEVEL FIVE
Investigating	Implementing	Capable	Effective	Excellence
We realize we need to develop our innovation capability	We have begun implementing better innovation capability	We are capable and have implemented good innovation management practices	Practices we have developed have improved over time and are becoming mature	We have achieved / demonstrated excellence in innovation management capability
No significant revenue/ value, or strategic impact from new products, services or processes	Moderate impact	Significant impact	Major impact	Ongoing major impact

Innovation Maturity Model versus creativity, serendipity or initiative?

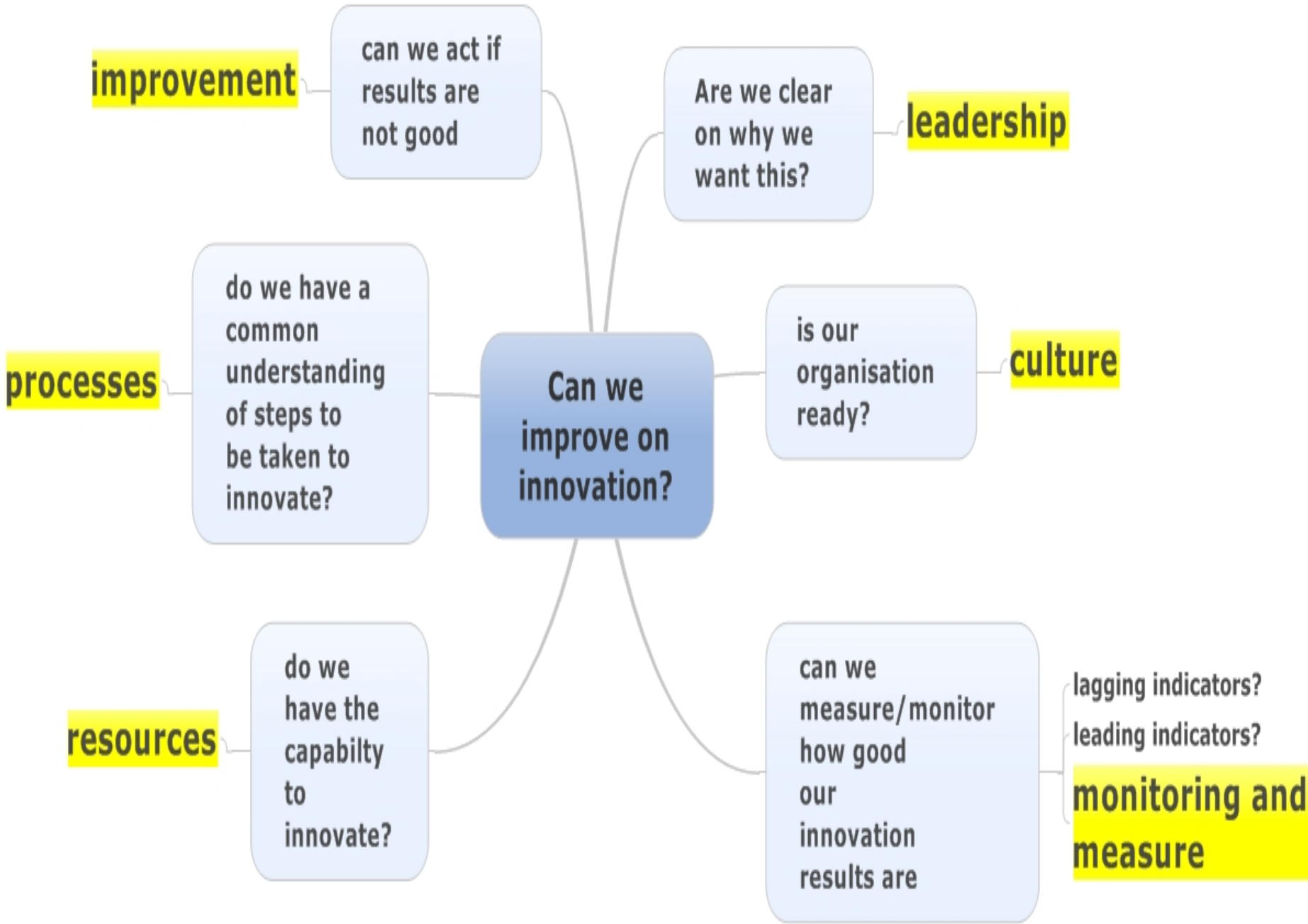
- There are certain aspects of innovation that cannot be managed by traditional forms of planning and control, such as creativity, serendipity or entrepreneurship
- However:
 - The fact that some factors cannot be entirely planned or controlled does not release professionals from responsibilities *for managing what you can*
 - If creativity, serendipity or entrepreneurship cannot be managed, they can be *facilitated, and*
 - *You can manage facilitation!*

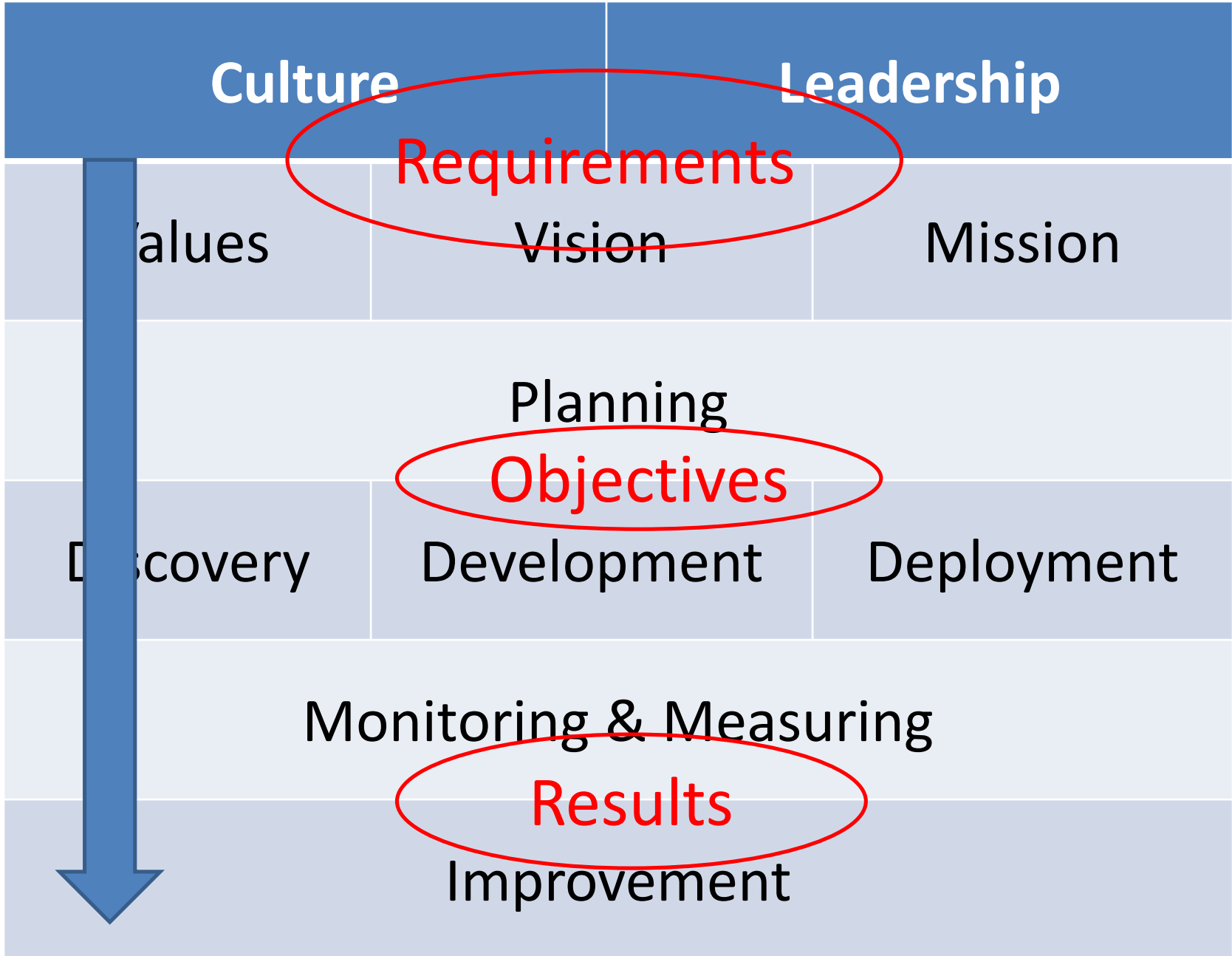


Will an Innovation Maturity Model kill competitive distinction?

NO

- Every organization determines its own innovation capability measures, *there is no single solution*
- Competitive distinction is created in the execution and deployment of tailored tools, practices, processes
- Create distinction between organizations who have implemented it well, and those who have not done this, or with imperfections





Not just One-Size-Fits-All



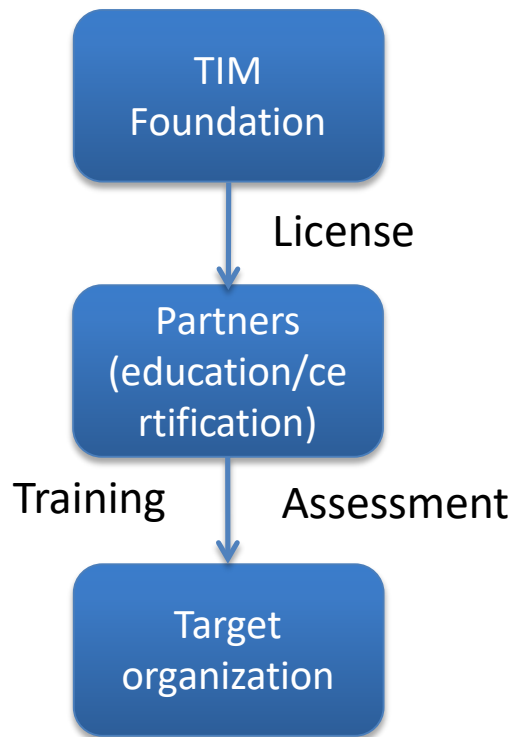
Maturity levels

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

Implementing innovation capability
is a growth path

*It is not the end goal that counts, but
the road that leads us there*

The TIM Foundation's Activities



TIM Foundation is run by a core team

TIM trains and accredits Assessors

TIM runs registry as Registrar

TIM grant Assessors/

Consultants/Trainers right of use

TIM organize accreditations and assessments, and training events

TIM responsible for development and maintenance of Innovation Maturity

Model and proprietary content



Current status

- *Innovation Maturity Model's core set is now in release 1.2*
 - Feedback processed on scope and precision
 - Two-year update cycle (shorter cycles if needed)
- Full support documentation available
- TIM Foundation is operational in the Americas and in Europe.



Innovation Maturity Model core set

Core Innovation Maturity Model content set:

1. Innovation Management Standard
2. Assessment Checklist
3. Interpretation Guideline
4. Implementation Guideline
5. Innovation Definitions
6. Accreditation and Certification Program
7. Innovation Metrics
8. Maturity Grid

Supporting documentation

- Assessment tools, guidelines, reference documents, toolsets, practices

Innovation Maturity Model as education guideline

- Unique training content available
- Instruct and train according to the Innovation Maturity Model's content
- Provide end-user training licenses to third parties

Clear advantage: innovation assessment principles and education *are based on the same unified principles and terminology*

Invitation

*We are engaging with end-user organizations
Information on the Innovation Maturity Model:*

More background information:

Total Innovation Management Foundation

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