TIM Foundation

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1.5 One-Minute Guide to Developing Lasting Innovation Capability

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Is innovation management necessary?
That is like asking if plants need sunlight to grow. It has been scientifically established that innovation leads to significant growth, added value, net profit, 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.

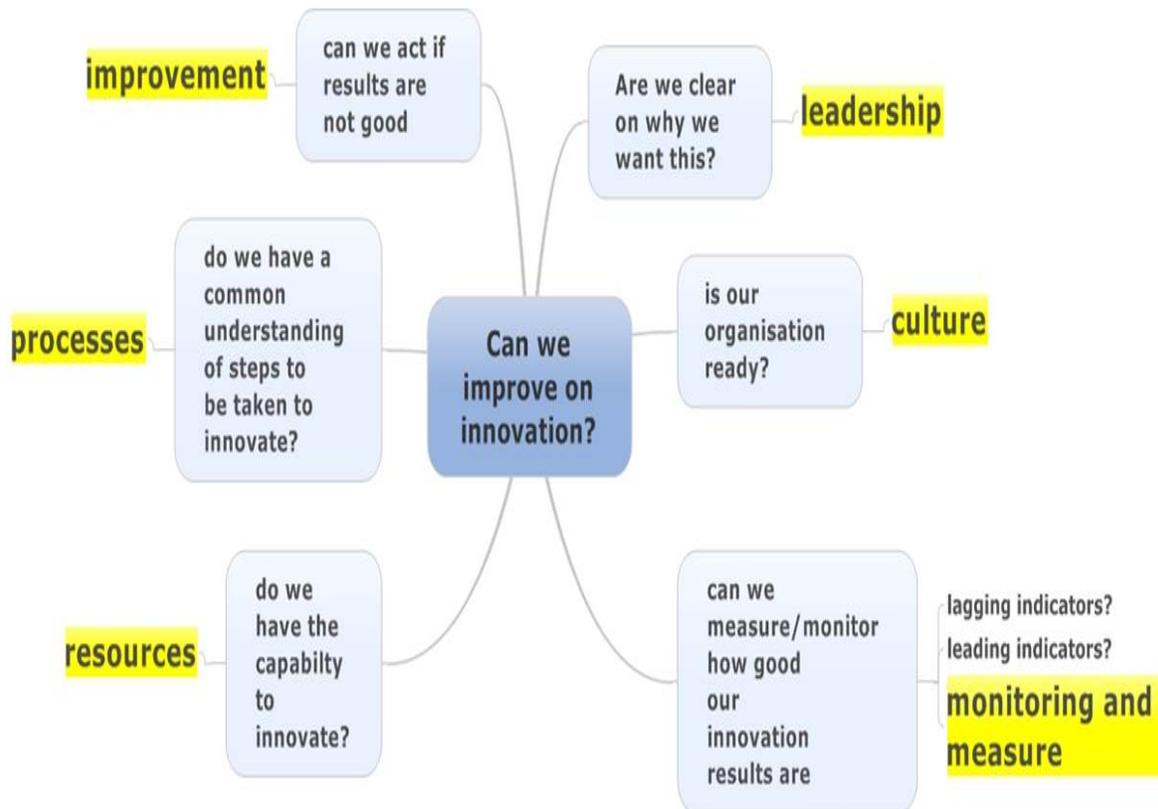### Is developing systemic innovation management capability easy?
Let us be clear: proper innovation management is continuous, it is not a project. It is a sequence of activities that involves all organization units. Properly executed innovation management is tailored for every organization that tries it. There are universal truths, and there is often more commonality among successful practitioners than professionals think. *Forgetting essential steps or ingredients could mean results are disappointing, expensive and frustrating.* That is why using an Innovation Management Standard and Maturity Model to build innovation capability is a good plan, if only to avoid omissions and pitfalls.

Why is systemic innovation capability a good idea?
Innovation management is far more manageable than people think!
- Building your own innovation capability is creating your own innovation manual and building innovation maturity in your organization
- Using an Innovation Management Standard and Maturity Model saves time and money by eliminating loss and by fixing broken processes
- Implementing innovation capability creates a thorough, systemic 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.

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For building innovation capability you need to answer 6 fundamental questions:

How do you develop systemic innovation capability? This 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 / improve innovation capability, 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

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How do I capture and record progress?
By measuring yourself on a scale with criteria for innovation capability:

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

Where do I start if I have little experience in these matters?
If all of this is a bit overwhelming, you can start using a lightweight methodology we have also developed called the Innovation LITE Handbook. There is also a free ebook you can download from the www.timfoundation.org site, TIM Guidebook One, that gives you information on what innovation management is all about.

Need more information?
Check out www.timfoundation.org for more information or contact us directly through email or phone.