

THE INNOVERSITY INNOVATION PROCESS

INNOVERSITY COPENHAGEN can help you design and facilitate your corporate innovation process, and to make sure that the innovation process becomes highly innovative.

We can help you design the corporate innovation process, and build the necessary stages into the process - from the very early identification of new customer needs, to putting together the right innovation team, and more importantly, we can help you train your project leaders in managing for innovation.

But beware - we will want you do most of the work yourself. All too often we have seen innovation consultant take over the innovation process, which may give the results you were paying for, but when they are done, you are left more or less in the same situation as you were before; even if you may be a few ideas or concepts richer. INNOVERSITY COPENHAGEN wants YOU to take charge of the innovation process, which reduces the cost and increases the overall learning from the process.

EXAMPLE OF AN INNOVERSITY INNOVATIVE PROCESS:

We were asked to help this client produce 20 radical new concepts for their portfolio, which requires a highly disciplined and structured innovative process; but most importantly it requires a thorough analysis and mapping of customer and end-user needs, of available and emerging technologies and of market traits.

Based on knowledge of the client situation, combined with the unique experience of Ph.D. Susanne Justesen (INNOVERSITY Copenhagen) it was decided to pursue this task by designing an innovation process in six different phases - to suit their particular market and needs; and increase overall innovation height:

1. Formulating the innovation intent

This is probably the most important phase to make the difference between actually realizing the ideas. This initial phase is all about deciding on the overall frame for the process. What do we actually want to achieve? What is the mandate? How can we create value for both our clients and for ourselves? How radical can and should we be?

2. Mapping knowledge of customers, technology and market

How much do we already know about our customers and end-users, the needs we can help them satisfy and the outcomes they are seeking to gain? About new and existing technologies in our own industry and in other industries? About the market and available (blue Ocean) opportunities? The answers to all of these questions result in a mapping of this knowledge, subsequently used to guide the innovation process

3. Identification of possibilities

Based on the analysis and mapping described above, the opportunities are prioritized according to their relative importance (customer value on scale 1-10) and the degree to which each particular need is already being covered (customer satisfaction on scale 1-10).

4. Innovation strategy for portfolio (where are we heading?)

Which of our customers do we want to target with our ideas and concepts? Now? 15 years from now? Which technologies are we using now? In 15 years? Which factors in the market do we want to focus on? Which of these factors could be reduced? Increased? Created? What are the future scenarios we want to base our strategic decisions on? Formulating the innovation strategy and overall innovation plan.

5. Who should be involved? Mapping the team

A knowledge-map is made of the group involved, to identify and map the knowledge / expertise already available in the group; but also to understand which knowledge domains are likely to dominate in the group (preserving status quo) - and finally to map which knowledge is lacking in the group? Could this expertise be found elsewhere in the organisation? Are customer knowledge represented? Should we invite external experts to participate in the innovation process?

6. Idea-generation: From analysis to 20 new concepts

The team spends two days together (idea camp), in order to them to generate the 20 new ideas, which are subsequently conceptualized by developing NABC value propositions for each of them. The process is facilitated to ensure that the knowledge diversity available within the group is

leveraged and used. Based on the analysis of customers, market and technologies, the 20 ideas with the highest innovation potential are selected - and an innovation plan is sketched as to how these new concepts should be further developed and implemented

WOULD YOU LIKE TO KNOW MORE?

About the process described above or the INNOVERSITY innovation process in general, please contact INNOVERSITY COPENHAGEN by calling +45 3113 1616 or send an email to

contact@innoversity.org