

INNOVATION MANAGEMENT METHODS

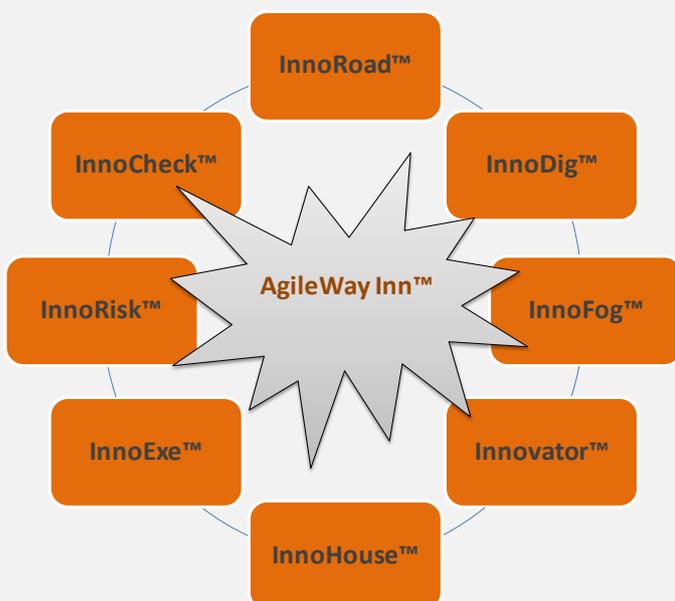
'Innovation is a change in the thought process for doing something, or the useful application of new inventions or discoveries' Max McKeown



Innovation leads to real improvements but only when it is properly managed. The goal for innovation is to create additional value, to enable positive change, to increase productivity and performance. Innovation is the fundamental source of increased wealth in an economy. It is important to distinguish between invention, new original ideas, innovation, and ideas applied successfully in practice. In order to build value from innovation, successful practitioners employ methods and processes of innovation management that regulate the flow of technology and information between people and institutions. The processes of innovation management consist of different phases such as the creation of a suitable context for innovation, developing supportive organizational structures and culture, the productification and implementation of innovative initiatives, and the measuring of the impact from an implemented innovation.

Innovation Management Requires Innovators and Innovative Methods

Despite the increase in attention to innovation management from both academics and the business world, the road of innovation is still challenging and risky. Traditional approaches for strategy development, project management and leadership might not work in highly uncertain and complex innovation projects. InnoTrain has developed a unique methodology AgileWay Inn™ based on the best practices of innovation management and agile principles of product development. Methodology AgileWay Inn™ comprises practical methods and tools that work in environments with a high level of uncertainty, intangibility, unpredictability and complexity, characterizing innovation and ensuring a life cycle approach for innovation management.



InnoRoad™ - revision of current strategy to which degree it supports innovation; examine current portfolio, select and justify candidates for innovations. Definition of new strategy, verification of new strategy

InnoDig™ - assessment of existing knowledge and technology base by systematic mapping of company intellectual assets, determining of the most potential area, revealing of gaps

InnoFog™ - identifying main external factor, business environment that drive or prevent innovations, including customers needs, competitive solutions

Innovator™ - measuring of motivation, individual's propensity to challenge others thinking, revolutionary perspectives, flexibility of changing of working styles, e.g. openness to innovation

InnoHouse™ - identifying drivers and barriers for innovations created by organizational structure, suggesting changes or rebuilding

InnoExe™ - comprises of the best practises used in innovation projects, built on agile philosophy

InnoRisk™ - set of risk and opportunity management techniques for innovation projects with high level of uncertainty

InnoCheck™ - set of measurement methods and change management mechanisms

Business Model Innovation – Changing the Game

Companies implement innovations in different ways: they implement innovations in certain products, services, processes, or they perform innovation of business models. In its most simple form, a business model can be defined as the way a company does business. A business model consists of a combination of elements of who, when, what, why, where, how and how much of each of these is involved in providing customers with products and services. In early times of industrialization companies were very similar to each other. In the past decades, due to development of e-commerce, increasing complexity, development of technologies and know-how, companies diversify the ways they build their business. Modern industrial companies deploy multiple business models at both the firm and the project level. One way to rebuild business is to implement business model innovation (BMI). Innovation is implemented in a business model when several elements of a business model are reinvented in order to create value in a new way. If one were to compare it with product, service or technology innovation, BMI has more challenges, but in the case of successful implementation BMI provides a superior return. BMI is especially valuable in growing markets and in times of instability. It can address global tasks of rebuilding entire businesses as well as downturn-specific opportunities, such as cost and risk reduction, or building new pricing mechanisms.

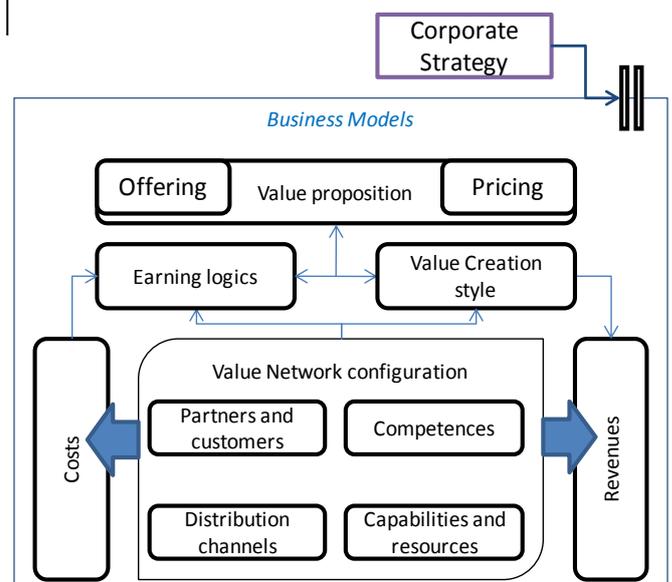
The Art of Project Management Includes Listening to Proposed Innovators and Evaluating Ideas

With the increasing complexity of technology companies must have processes through which they can assess, obtain, explore and exploit, share and integrate diverse knowledge. Development of the processes can best be accomplished using the framework of projects. A project is a finite and temporary effort undertaken to meet certain goals and usually to create added value. Projects have been in use since early civilisations to organize certain kinds of work, for example by creative architects, constructors. Nowadays the major part of the industrialised world employ projects in order to create and deliver their products and services to customers, to organize internal functions and activities, and to organise and execute value-creating processes. In order to plan, organise, secure, manage and successfully complete a project managers should possess certain skills and competencies that can be referred to as professional project management. Traditional project management has drawbacks when managing innovative projects.

InnoTrain has systematised the best practices of project management experience from global technology leaders and developed them into proprietary methodology with the aim to support and nourish a firm's innovativeness.

Further information from info@innotrains.fi, www.innotrains.fi

The Elements of Business Model



By exploring the Customer's technological and business context InnoTrain develops the unique solution that enables and ensures simultaneous changes across several business elements.

Modern economy is economy of services

Implementing service-enriched solutions becomes the condition of sustainable and long-term development in the industrial sector. Rather than receiving a single payment for a piece of manufactured equipment, many manufacturers are now receiving a steady stream of revenue for ongoing contracts that have different service components. This phenomenon is referred to as servicification of products and may also go by a number of different names, such as service orientation, service based strategy, customer solutions, complex products and systems, product-service system, going downstream, solution provision, product service systems, integrated solutions, service strategy, transition to services, service infusion, complete offerings, service productification, service provision, hybrid contracts. The shift toward services is challenging for the industrial suppliers. The efforts to establish industrial services and incorporate fee-based pricing models within them have been reported as challenging tasks in industrial companies.

For industrial companies that pursue innovation initiatives through development of industrial services InnoTrain has developed methodology with the aim to assess service platform potential, build competitive value proposition for service enriched solutions and develop efficient business models.

Our team of associate consultants, researchers and practitioners at InnoTrain provides trainings, consultancy services or the entire solution for the customer's problem. Our main asset is built on long practical experience of working for international companies, global technology leaders, and proprietary methodology