

TESTIMONIAL

Head of Innovation of a multinational in consumer lifestyle products: 'The Innovation Management Scan has helped us to find new ways to implement innovation. We learned from the Innovation Management Scan that other types of innovation, such as experimental and radical innovation, require a different approach. By developing innovative products that do not have to meet the usual criteria for sustaining innovation and testing these products in smaller markets, we take a higher risk, but we do so against lower costs and at a higher speed. Our experiences so far have been very positive: our colleagues enjoy working this way and it creates more genuine entrepreneurship in their daily work.'

INNOVATION MANAGEMENT SCAN



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HOW TO GET MORE ENTREPRENEURSHIP IN YOUR INNOVATION PROJECTS

The **INNOVATION MANAGEMENT SCAN** is a quick and efficient way to assemble insights and to fine tune your innovation management approach to the most wanted form of innovation. Did you know that mature innovation project teams find it harder to escalate in time and are less capable of becoming a real team, therefore lowering the chance for radical innovation?

THE INNOVATION MANAGEMENT SCAN IS ABOUT:

- Teaming up across the value chain
- Identifying what type of innovation is possible and impossible within the existing organisational structure and hierarchy
- Identifying pressure points in project, planning and power (hierarchy) at the cost of what?
- Defining key actions

QUALITATIVE RESEARCH

Qualitative research is the method for an innovation management scan. It consists of desk research during two days and interviews with 15 to 30 employees, involved in innovative processes.

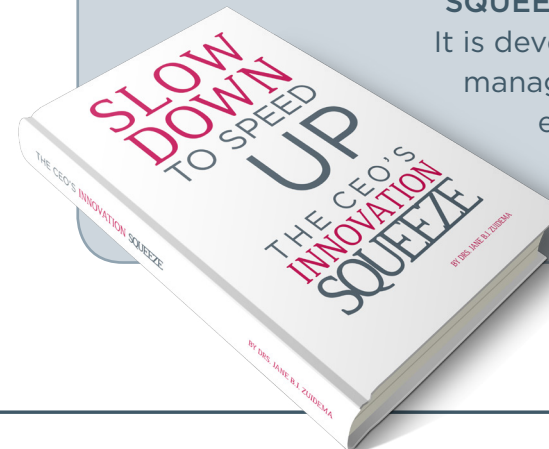


WHAT IS BEING SCANNED

- **PROJECTS:** what kind of projects have been successful, what kind of project proposals did not even pass the test of feasibility
- **ORGANISATIONAL LEVEL:** how does the current type of organisation facilitate innovation and if so, what type of innovation
- **PSYCHOLOGICAL LEVEL:** what are the psychological drivers of the organisation and what effect do they have
- **PROJECT TEAM:** maturity in relation to functions
- **PSYCHOLOGICAL (RESTRICTED) FOOTPRINT**

WHAT CAN KEY ACTIONS LOOK LIKE

- How to change the psychological footprint
- How to introduce new permissions
- How to manage projects in an **ADULT** way:
 - New escalation flow
 - Different organisational project structure
 - Calibrate fundamental deliverables



The innovation management scan is based on the book **'SLOW DOWN TO SPEED UP, THE CEO'S INNOVATION SQUEEZE'**, by drs. Jane Zuidema. It is developed to identify how top management can facilitate more entrepreneurship in mature innovative project organisations.