The Self-Driven Innovation Roadmap

15 Steps to Building and Maintaining a successful Innovation Program.

Innovation doesn't have to be complicated.

Whether looking to launch new products and services or improving day to day operations, innovation is the driving factor behind an organization's short- and long-term growth and competitiveness. And like the projects and improvements involved, it needs structure behind it and to be managed along with the pieces and people involved at every step.

From starting a new innovation program from scratch or readdressing needs, Ideawake's Self-Driven Innovation Roadmap leads an organization through an informational and strategic plan of action to prepare for company-wide changes, and to promote continuous improvement and the implementation of new ideas on a consistent basis. This roadmap demonstrates a path to accessible and achievable innovation, and is intended to be non-invasive to normal operations.

Starting with an organizational introspection, the following 15 steps outline the best practices for internal innovation. By formalizing achievable goals, improving communication channels, and expanding new opportunities to employees, we give managers and C-Level executives the direct opportunity to reduce aversion to risk, equip and build a stronger workforce and culture, and promote consistent action throughout their organization.

Step 1 - Organize Company Information

Focus - Take a snapshot of the organization's current position, and reflect on the historical and future path of strategy and operations.

Objectives -
- Revisit your organization's Corporate Mission
- Identify current Cost and Revenue Drivers
- Formalize current high-level Corporate Goals

Step 2 - Expand on Innovation

Focus - Explore all sides of innovation in an effort to create an effective, balanced innovation portfolio that aligns with corporate strategy.

Objectives -
- Research the Three Types of Innovation
- Identify potential Areas for Improvement
- Hypothesize on a potential Innovation Portfolio

Step 3 - Examine your Culture

Focus - Gain a better understanding of the invisible glue that defines your organization, and determines how its people operate on both a day-to-day and long-term basis.

Objectives
- Better understand Employee Motivations
- Identify most-used Communication channels
- Brainstorm new ways to leverage Human Capital and Ideas

Step 4 - Formalize Innovation Goals

Focus - Set targets and solidify early-stage commitment to the changes, risks, and resources necessary for meeting your primary and secondary improvement objectives.

Objectives
- Prioritize general Areas for Improvement and Innovation
- Set primary and secondary Objectives for Improvements
- Outline potential Projects for each Area

Step 5 - Survey your Opportunities

Focus - Take time to formalize the details of the specific opportunities and problems you're looking to solve and how you can plan and track your progress.

Objectives
- Determine Scope of Activities and Resources needed
- Outline Scope of Implementing new Ideas
- Set measurable Metrics for Testing

Step 6 - Set a Schedule

Focus - Organize your prospective objectives and the required activities to achieve them in a logical and time-effective manner from start to finish.

Objectives
- Set Time Priorities for Improvements and Projects
- Forecast time for Completion of each Activity
- Balance Development and Implementation

Step 7 – Focus on Engagement

Focus - Build a complete understanding of the partiers involved with your projects, who they are as employees, their core competencies, and which ways they can be segmented.

Objectives
- Determine Parties needed and affected
- Discover their Motivation for Participation
- Select the best ways to Engage them

Step 8 - Assign your Leaders

Focus - Identify the parties and innovation leaders that will play larger roles in promoting, managing, and growing your new or improved innovation activities.

Objectives -
- Determine the Roles needed for Projects
- Assign Current Managers to new Responsibilities
- Designate front-line Employees to new Responsibilities

Step 9 - Structure Communication

Focus - Plan your messaging to ensure each of your employee segments is engaged in a logical, effective, and convenient manner.

Objectives
- Identify the best Channels for each Group or Department
- Create Messages and Events for Delivery
- Schedule distribution of Messages and Updates

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Step 10 - Expand Knowledge-Sharing

Focus - Promote transparency and distribute information to ensure everyone is knowledgeable, capable, and motivated to engage with your projects or initiatives.

Objectives
- Segment Information based on Employee Segments
- Create Project and Company Goal briefs
- Distribute specific Company and Project Information

Step 11 - Provide new Opportunities

Focus - Use Ideawake to leverage the intelligence of your employees to drive the discovery and development of ideas needed to solve your problems and opportunities.

Objectives
- Launch collaborative Innovation and Idea-generation Contests
- Collect Ideas on the best ways to solve Company Problems
- Promote and provide feedback with Participants

Step 12 - Shortlist and Review

Focus - Collect and organize the top ideas posted on Ideawake, and use a variety of review methods to identify those with the best chance to drive bottom-line results.

Objectives
- Automatically surface and receive high-potential Ideas
- Eliminate Bias with multiple Reviews
- Begin Development or store top Ideas for further Review

Step 13 - Deliver Recognition

Focus - Improve engagement during and after your initiatives by providing actionable reviews and feedback for your employees and providing new chances to advance.

Objectives
- Identify highest achievers for Primary and Secondary Objectives
- Deliver Rewards based on previously identified Motivations
- Provide feedback to all Employees for sustained Engagement

Step 14 - Take Action

Focus - Show that you're serious about your innovation and engagement efforts by acting on the ideas and feedback you've received.

Objectives
- Build Teams to develop Ideas and Improvements
- Employ a Phase-Gate process for Implementation
- Actively measure and test identified Metrics

Step 15 - Leverage Learning

Focus - Track accomplishments and problems and identify new opportunities for future innovation and improvement efforts.

Objectives
- Review early Metrics and adjust accordingly
- Discover Weaknesses and potential Improvements
- Repeat Process for Continuous Improvement

Launching and maintaining an efficient and successful innovation program takes time, patience, and commitment, but regardless of the size of your workforce or company, its far from impossible.

With a focus on setting and communicating organizational goals and providing opportunities for everyone to help reach them, you can effectively delegate the innovation process and experience both bottom-line and employee-centric benefits company-wide.

If your organization needs an innovation strategy or is just looking to revamp your current initiatives, managing your program doesn't have to be hard. Engage, collaborate, and improve your operations with your employees, customers, and suppliers on one platform to get the most for your innovation efforts.

Have questions? Contact Ideawake today at support@ideawake.com or 262-696-9261 for a free 1-hour innovation brainstorming session and a demo of our software.

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