

Innovation management — Tools and methods for managing opportunities & ideas

ISO 56007



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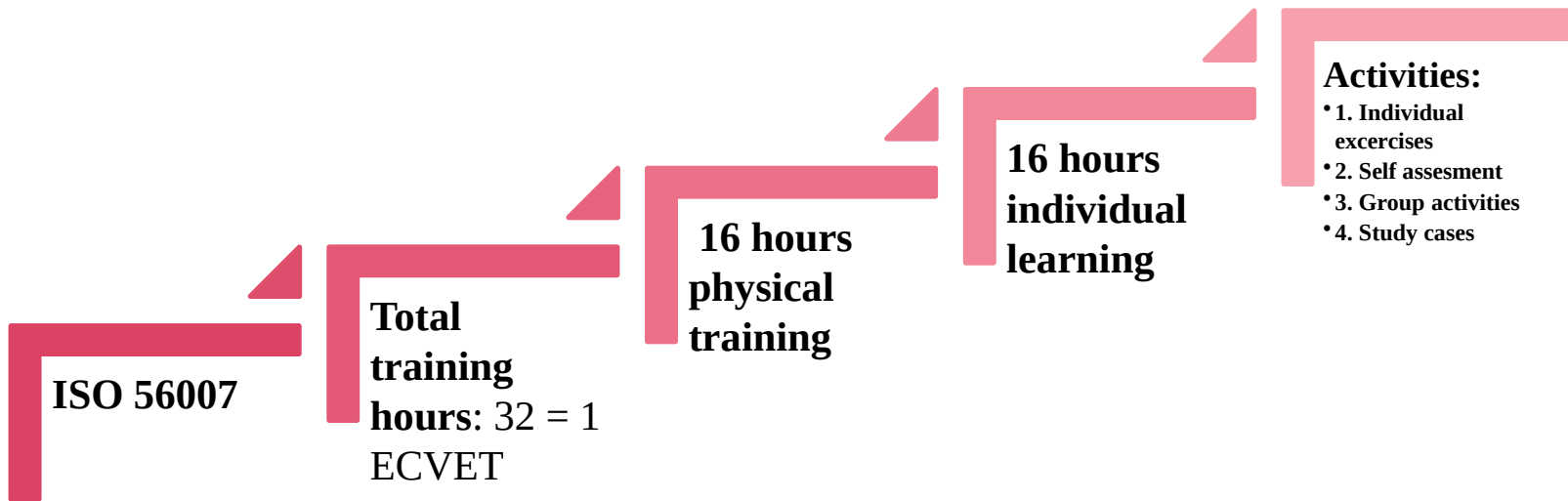


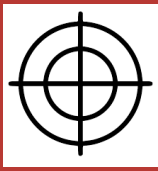
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AIMS

To identify the tasks required for the development of a validated innovation concept



To learn how to tackle uncertainties during idea management process

To identify the roles of people and organization in Idea management and opportunities

To identify the idea generation methods required to simplify idea management planning and decision.



THIS TRAINING IS APPLICABLE TO :

-  Anyone Involved in Innovation, whether organization or individual
-  Any organization type or scale

Evaluation

T **I** **M** **S**



EVALUATION

The organization should review and evaluate its idea management efforts to ensure their ongoing suitability, adequacy, and success.

INPUTS (1)

The review and evaluation of idea management should include the following consideration:

- 1. The organization's strategic intelligence and relevant elements from the organization's strategy and portfolio.*
- 2. External considerations such as best practices and other knowledge sources, performance and other benchmarks.*



INPUTS (2)

The review and evaluation of idea management should include the following consideration:

- 3. Experience and perspectives from interested parties and also experiences and outputs from previous successful and failed idea management efforts.*
- 4. Experience and learnings from those involved in and impacted by idea management efforts.*
- 5. The organization's performance versus established performance indicators; achievements versus the organization's idea management objectives.*

ACTIVITIES

Planning: which activities link better or demonstrate relevant impact to the intent and scope.

Assessment: Involves the documented analysis of users and their experience, outcomes, entities, and process(es).

Review: Involves ensuring that idea management is meeting objectives.

OUTPUTS

The organization should document and share the results of idea management evaluation, identify opportunities for improvement, and prioritize needs for change and development, e.g., in terms of tools, methods, capabilities and strategic intent.

In closing, idea management is an iterative, cyclical effort for the organization.



IDEA MANAGEMENT: ROAD MAPPING

TOOLS AND METHODS



PROCESS IDEAS



IMPLEMENT VALIDATED IDEAS



CREATE IDEAS



SELECT VALIDATED IDEAS



EVALUATE



What are idea management process and activities?



What encourages idea generation and creation by team members?



How can organization encourage idea generation among its employees?

References

TIMMS



REFERENCES

- Idea Management Cycle:
<https://ideascale.com/blog/idea-management/>
- What Inspires Ideas:
Source: <https://martech.org/ideation-inspiration-5-ways-brainstorm-great-ideas-blog-content/>





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