



Innovation management – Tools and methods for innovation partnership

ISO 56003



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Hello!
Nice to meet you

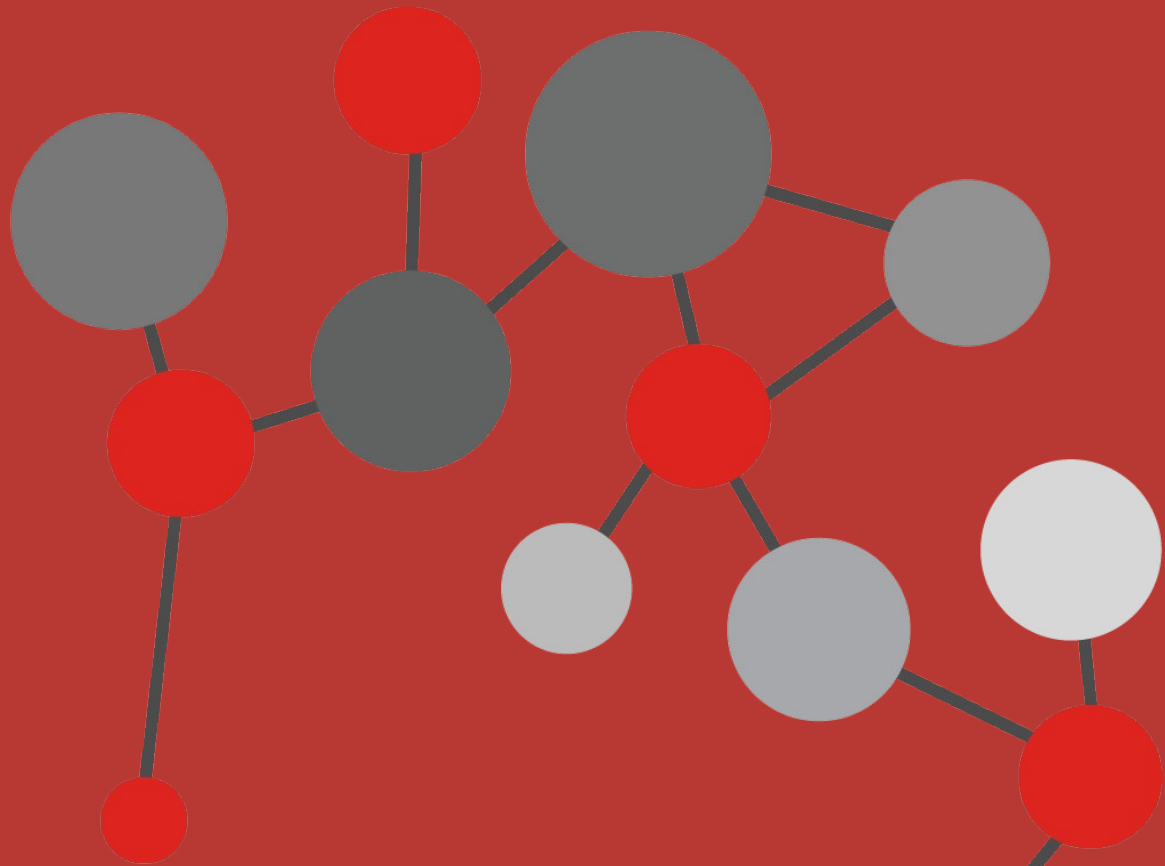
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Entering an
innovation
partnership



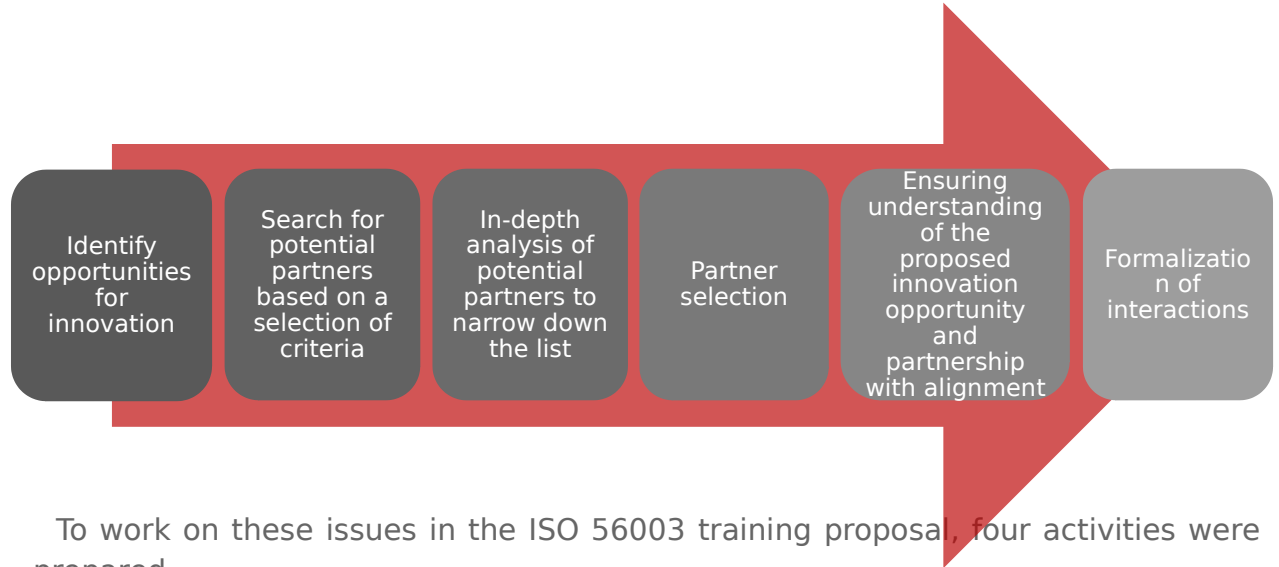
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Summary

ISO 56003 offers tools and methods for innovation partnership, which should be established following these steps:



To work on these issues in the ISO 56003 training proposal, four activities were prepared.



How are the activities of the ISO 56003 training proposal divided?



General

When entering an innovation partnership, the organization should conduct a gap analysis to evaluate the difference between the organization's existing competencies, capabilities and assets and those it needs.

A gap analysis **produces an inventory of missing technological and organizational knowledge, competencies, capabilities and assets**, which then is used to identify and select the most appropriate partner(s).

Based on the relevant internal and external issues, needs and expectations, it may also happen that an organization can join forces without any defined opportunity for innovation.

To take into account when establishing a partnership

Benefits

Benefits	
Sharing risks and addressing them more effectively	Reducing time to market, by enhancing planning and operational processes of the organization
Gaining a clearer insight into an ecosystem, as part of the context of the organization	Reducing costs and/or optimising resources and assets of the organization
Attracting people and building skills; Mobilising people and innovation culture that aim as part of the leadership and innovation actions needed to enable the coexistence of activities that realise value; Learning from benchmarking and from any other means for monitoring and evaluating the innovation capacity and performance of the organization	Establishing best practices to identify and deliver value-driven new solutions
	Enhancing image or reputation
	Reducing own investments

Source: ISO 56003 (2019, p. 3)



Risks

Risks	
Loss of independence	Reduction in inter-organisational knowledge
Partial to double-counting of activities	Ability to retain ownership of intellectual property

Source: ISO 56003 (2019, p. 4)



Benefits

Sharing risks and addressing them more effectively	Reducing time to market, by enhancing planning and operational processes of the organization
Gaining a clearer insight into an ecosystem, as part of the context of the organization	Reducing costs and/or optimizing resources and assets of the organization
Motivating people and building unity, as part of the leadership and innovation culture that aims to enable the coexistence of creativity and actions needed to identify and deliver new solutions that realize value	Establishing best practices to identify and deliver value driven new solutions
Learning from benchmarking and from any other means for monitoring and evaluating the innovation capacity and performance of the organization	Enhancing image or reputation
	Reducing own investments



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Learning from benchmarking and from any other means for monitoring and evaluating the innovation capacity and performance of the organization	Enhancing image or reputation
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Risks

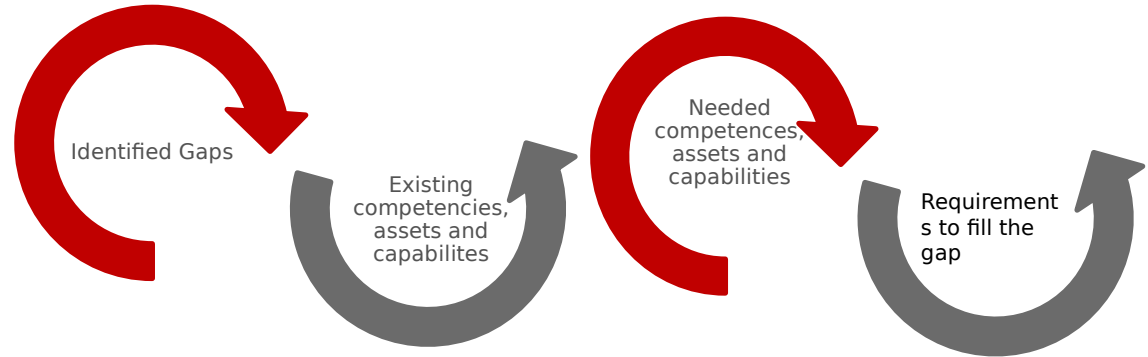
Loss of Independence	Reluctance to share proprietary knowledge
Prefer to develop capabilities internally	Prefer to retain ownership of intellectual property



Deciding whether or not to enter an innovation partnership

1^o Identify the gaps

Guide for this analysis:



2^o Determine the best approach to fill the gap

Partnering evaluation

Fill gaps internally		Fill gaps by partnering	
Pros	Cons	Pros	Cons



Deciding whether or not to enter an innovation partnership

When thinking of **entering an innovation partnership**, these are some of the **criteria to take into account**, according to ISO 56003.

Partnering Criteria	
Risk reduction	Impact on image/reputation
Level of insight into an ecosystem	Level of own investment
Impact on team motivation	Level of Independence
Learning opportunity	Willingness to cooperate
Time to market	Diversification opportunity
Will reduce operating costs	Potential investment revenue
New capabilities	Impact on competitors
Possibility of leveraging a strategic alliance	I.P. considerations
Impact on future growth and profitability	



References

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References

1. *ISO 56003:2019(E) - Innovation management — Tools and methods for innovation partnership— Guidance*





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