

Innovation management — Tools and methods for strategic intelligence management

ISO 56006



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Nice to meet you

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Program of full ISO 56006 2-days Training



1 ST Day	The Standards of ISO
	Terms and Definitions
	Introduction of ISO 56006
2 nd Day	Introduction of strategic intelligence
	Strategic intelligence cycle
	Case Study
	Example



Fundamentals of strategic intelligence



Intelligence is required at every stage of the innovation processes, including but not limited to

- idea generation,
- engineering conception, and
- business model determination.

Knowledge is the key resource in generating innovative concepts,
e.g. knowledge of technology progress, markets, business trends, geopolitics.

Strategic intelligence

- promotes decision-making based on knowledge,
- assists in managing uncertainty by addressing opportunities and risks and
- is integral to the innovation management system activities and processes.

Fundamentals of strategic intelligence



To accomplish this purpose, the strategic intelligence team should:

- **acquire data, information and knowledge** from internal and external sources;
- **collaborate and cooperate** with relevant interested parties;
- **gain additional perspectives**, e.g.
 - present and future trends,
 - internal and external factors,
 - demand and supply for intended products/services,
 - needs of providers and users related to new or changed products, services,
 - competitors and collaborators,
 - regulatory changes,
 - intellectual property management,
 - consumer safety,
 - security and ethics, and
 - sustainable development considerations;



Fundamentals of strategic intelligence

- **develop influencing activities and initiatives** to increase acceptance of innovation, e.g. evolution of regulatory requirements, standards, and innovation ecosystems;
- **identify external interested parties:**
 - customers,
 - suppliers,
 - internal and external auditors and assessors (e.g. compliance with standards, regulations),
 - governments at all levels (e.g. compliance with regulations, statutes, laws),
 - consumer groups (e.g. concerns regarding fairness, ethics, safety),
 - regulatory bodies,
 - industry and trade associations;



Fundamentals of strategic intelligence



- **identify internal interested parties:**
 - employees,
 - union representatives (if applicable),
 - management (e.g. performance, costs),



Fundamentals of strategic intelligence



- **anticipate and analyse external trends drivers and signals** e.g.
 - megatrends, society,
 - technology,
 - environment,
 - legal
 - policies,
 - regulations,
 - economy,



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- **identify internal tendencies** e.g.
 - resources,
 - competencies,
 - assets,
 - business models





TIME FOR
A BREAK!



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Fundamentals of strategic intelligence



The **primary strategic intelligence cycle** is referred to as the **DIKI model**:

Data → Information → Knowledge → Intelligence

⇒ *What is DIKI model and how can I use it?*



Fundamentals of strategic intelligence



Leadership:

https://www.youtube.com/watch?v=MFUyQsJyKgg&t=7s&ab_channel=AnalyticsGuy



Fundamentals of strategic



The implementation of the strategic intelligence process (as guided in the ISO 56006 standard) requires use of various tools and methods to support the DIKI model, e.g.

- data mining,
- analytics,
- artificial intelligence,
- machine learning,
- prediction techniques,
- environmental scanning,
- technology watching, - ethnographic research



Fundamentals of strategic intelligence



Ideally the **strategic intelligence cycle should be a continuous cycle.**

However, due to practical reasons, it may not be feasible.

Gathering of data, extraction of knowledge and intelligence can be either calendar driven or triggered by an external and/or internal event that requires leadership attention and/or decision(s).

Fundamentals of strategic intelligence



The following outcomes are expected:

- **a set of recommendations to the leadership** for use in strategic planning and decision-making;
- **a set of recommendations to the strategic intelligence team on new or alternative directions** and any additional data requirements for confirmations. This includes appropriate levels of confidentiality, protection, disclosure and maintenance of the proprietary nature of intelligence, also considering intellectual property-related aspects.



References

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References

1. *ISO 56006:2021 Innovation management — Tools and methods for strategic intelligence management — Guidance*





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