



# How's your innovation?

## How's your innovation system doing?

How effective is innovation in your organization? What are the improvements you are looking for? Perhaps a better quality and higher number of innovative ideas? Or the ability to get them implemented more quickly? Perhaps your strategy does not provide enough focus for where innovation effort is needed? Or maybe you simply don't have enough time for innovation? It's a challenge to know where you should start if you want to improve your success at developing new products and services or re-engineering the way you do business or developing a radical change in strategy..

## Your innovation system – foundation for your future?

Operating an effective **innovation system** is becoming a key element of all of today's businesses. With globalization bringing in new markets and new competitors, the speed of change enabled by technology ever increasing, the option of standing still is rapidly disappearing. Companies which want to be successful and be around in the future need to become effective innovators. The business graveyard is full of companies who were big and successful in their time, but did not change fast enough.

An organization's system for innovating new products and services, new ways of working (through business process and organizational change) or new strategies, is built on a number of key practices. Effective innovators weave these separate practices into an integrated *system*. The key innovation practices cover the organization's leadership, culture, strategy, process for innovation, resources, learning and external links. If an organization's innovation system is working well, then this will be evident by measuring key innovation performance measures such as the proportion of revenue based on recently introduced new products/services, improvement from business process innovation, market reputation, intellectual property development and the like.

## Assessing your innovation system

One way of determining where to focus your improvement activities is to check the state of your innovation practices and performance – your innovation 'foundations' if you like. To determine how good your foundations for innovation are, we can assess your organization against best practices using our F4i or 'Foundations for Innovation' tool, developed in conjunction with Imperial College, London. F4i covers 57 key innovation practice and performance areas identified from academic research and experience of effective innovators. For each practice we have defined 5 levels of performance. Working with your people in interviews and workshops, we determine which level best matches your current state for that innovation practice and score you accordingly. An F4i assessment will provide you with both qualitative and quantitative scoring on key innovation practices and performance. Our approach for F4i is flexible to your needs, but typically we will use a mix of interviews and workshops covering management and employees to assess your organization's innovation capabilities and recommend improvement areas. Our F4i 'lite' assessment can typically be performed in 2-3 days.

## Reporting on your innovation

The F4i assessment report will score your organization against innovation best practice and performance levels and identify the key gaps. We will recommend improvement activities to address your key weaknesses. We can help you develop and implement your innovation improvement strategy.

1. Innovation Performance
2. Strategy Development
3. Innovation Leadership
4. Resources
5. Climate
6. Learning
7. External Linkages
8. Process & Controls

*56 innovation practice & performance areas*

**METHODS**

- Interviews
- Workshops
- Questionnaire
- Analysis & Score
- Report

**PERSONNEL INVOLVED**

- Management
- Employees
- Operational personnel
- Development personnel
- Customer-facing personnel
- Support staff
- Customers & Suppliers (Optional)

  

No.	PRACTICE	LOW (1)	MEDIUM (3)	HIGH (5)	SCORE
2	Formal process for idea selection through to implementation	No formal process exists for selection and implementation of new innovations.	A process is in place for the selection and implementation of new innovations, but it is not well deployed or supported by senior management.	A formal stage-gate based process is in place and adhered to for innovation, supported by a review group which includes senior management.	
3	Champions of innovation valued	Conformity and team-working are valued above all and mavericks are made unwelcome in the organization.	Mavericks are tolerated.	To become a hero you must be an instigator or champion of change and improvement. The organization's folklore features past innovators. Mavericks are welcomed and respected as much as team-workers.	

**Foundations for Innovation**  
- Assessing your innovation capabilities

# Why not find out?

## Case studies

We have worked with industrial, professional services and public sector organizations. Here are some examples of Codexx projects:

We worked with a major international engineering company to assess the effectiveness of their innovation covering products and services, strategy and culture. This involved over 300 managers and employees in interviews and workshops. Our assessment findings became a core part of their improvement strategy.

We helped a top 50 UK law firm to design and implement an innovation process and supporting organization. We then helped them bring a new mediation product to market in 1/3 of the previous time.

We provided the strategic lead for a study on the European environmental goods and services sector. We employed Scenario Planning and Strategic road-mapping tools working with public sector, NGOs and industrial organizations.

*"Innovation is key for us. As a manufacturer in the West, you have to innovate or you'll be dead in 30 years. The Codexx 'Foundations for Innovation' assessment is a very good methodology for pulling out the key issues on innovation. It makes a lot of sense."*  
David Walton, Managing Director, Stannah Stairlifts Ltd

## How we help

Codexx helps organizations innovate and improve by bringing best practices and skilled people to bear on projects. We bring experienced consultants and leading academics from UK universities and business schools to our client projects. We provide both assessment and improvement support for your innovation, using our F4i, Catalyser and SystemInnovation solutions.

## Interested?

Contact us for a free initial consultation. Email us at [innovation@codexx.com](mailto:innovation@codexx.com) or phone +44-(0)1794-324167 and ask for Alastair Ross.

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