

Where are you going
with innovation?



Codexx performed an assessment of the innovation capabilities of an international engineering company, focusing on the development of new products and services and strategic innovation. This covered business strategy, business processes, organization and culture. The Codexx team comprised consultants and academics from Imperial College, Cranfield and Brighton Universities, using Codexx and academic assessment tools together with benchmarking.

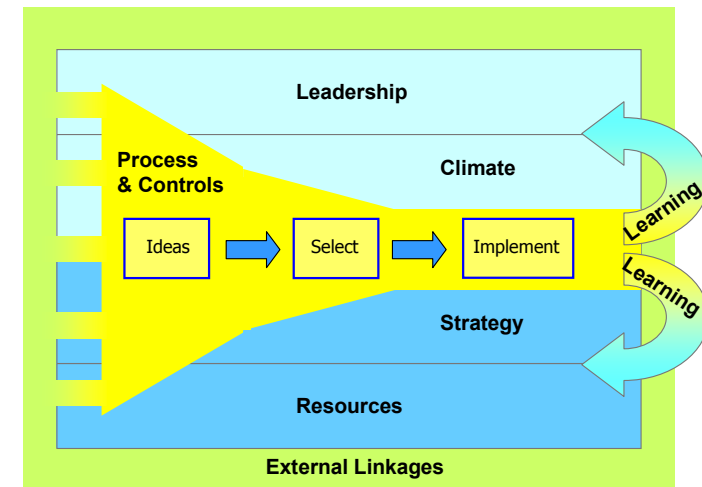
Innovation – Conceiving and then fully exploiting the latent potential of an idea – is something that all business people will agree is important to their organization, even if they can't agree on its definition! With globalization bringing in new markets and new competitors, the speed of change enabled 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.

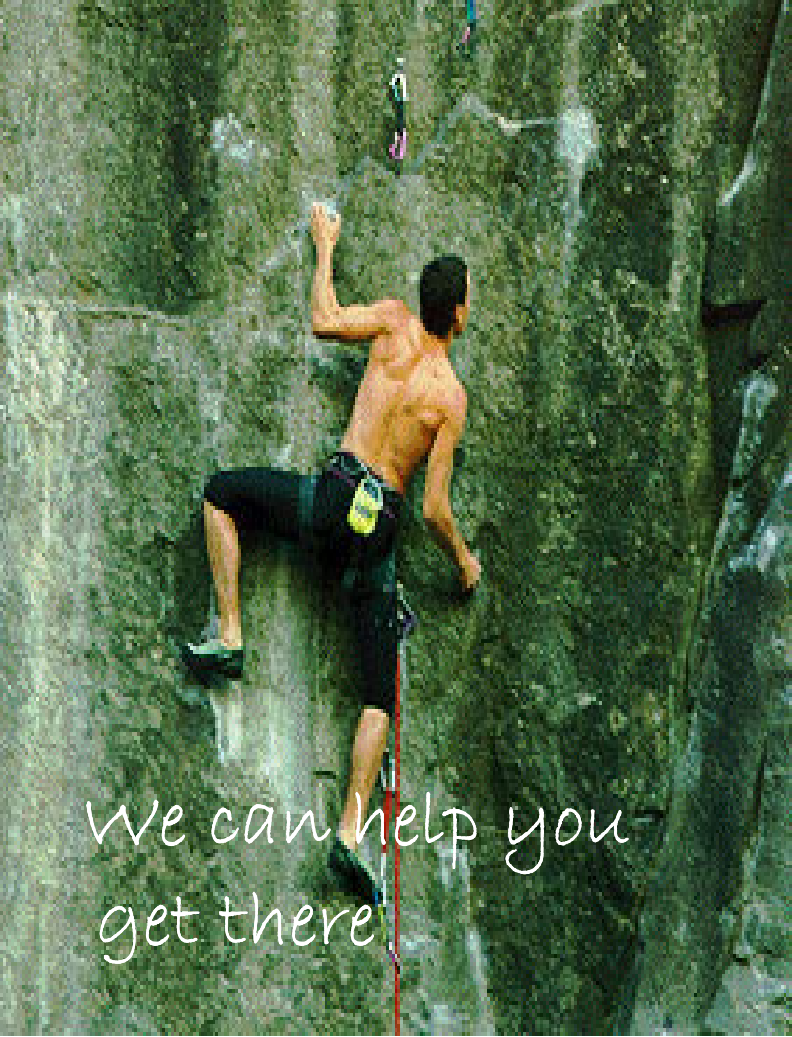
How's your innovation doing?

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..

Checking your innovation foundations

One way of determining where to focus your improvement activities is to check the state of your innovation 'foundations'. Effective innovation is based on the combination of a number of practices – as shown in the diagram here – including leadership, the 'climate' for innovation and the process for developing new services/products, processes etc. 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. 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 3 days.



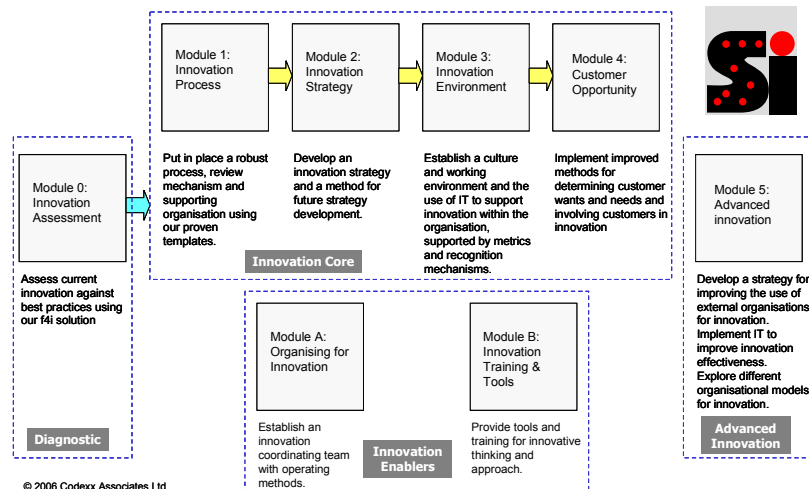


We can help you get there

The need for an innovation system

Organizations which are repeatedly successful at innovation – whether it is in new products or services, business processes, strategy or marketing – do so because they have established an effective *system* for innovation. That system ties together the required innovation processes, strategic definition, climate (cultural aspects) and effective external links to customers and other parties.

Our SystemInnovation approach enables us to help you complete your innovation system. Because it is modular we can fit with your specific needs – be it training, strategy workshops, process definition or addressing cultural elements. We bring in experienced consultants and academics to help you put in place best practice innovation systems.



Our experience

Codexx help 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.

Some words from our clients

"Codexx, has over a period from 1997 made three valuable assessments...our practice has improved dramatically from a middle level, now close to a world class level." Mogens Henriksen, VP, Manufacturing, Grundfos A/S

"Codexx played a key role in helping UKCEED explore the feasibility of its concept for the Centre for Sustainable Engineering." Jonathan Selwyn, Director UKCEED

"Codexx worked with us to improve our innovation capabilities. They helped us implement a process and supporting organization....and bring a new mediation product to market." Stephen Murfitt, Head of Litigation, Blake Laphorn Tarlo Lyons

Interested?

Contact us and ask about our free initial innovation assessment. Email us at innovation@codexx.com or phone Alastair Ross on +44-(0)1794-324167

Codexx worked with a top 50 UK law firm to design and implement an innovation process and supporting organization. Codexx ran workshops to define a vision, strategy and opportunities for innovation for key departments in the firm.

Codexx were asked to provide the strategic lead for a DTI 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.