How's your innovation?

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. Businesses which want to be successful and be around in the future need to become effective innovators. The business graveyard is full of organizations which 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 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 from their culture and their resulting performance in key metrics. Many organizations struggle with innovation – it is a wide ranging and complex subject and it is tempting for businesses to seek the 'silver bullet' – a piece of innovation software or an 'innovation room' for example – these are effective ways of spending money, but unlikely to lead to effective 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? Maybe your culture does not support innovation? 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...

Assessing your innovation system

One way of determining where to focus your improvement activities is to check the state of the practices and performance across your innovation system – 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' solution, developed in conjunction with Imperial College, London in 2006. F4i is based on an innovation system model. It covers 60 key innovation practice and performance areas identified from academic research and experience of effective innovators. Working with your people in interviews and workshops, we determine your current state for each innovation practice and score you accordingly. We have used F4i in over 50 businesses in industry, law, insurance and finance in the UK and internationally.

An F4i assessment will provide you with both qualitative and quantitative scoring on key innovation practices and performance. It also helps catalyse and educate your people on innovation. Our approach for F4i is flexible to your needs, but typically we will use workshops with management and employees to assess your organization's innovation capabilities and recommend improvement areas. We often link F4i with our Catalyst innovation workshops. Our F4i assessment can be performed within 5 days.

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Reporting on your innovation

The F4i assessment report will score your business 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 an innovation improvement strategy.

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

60 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

Example charts from F4i assessment
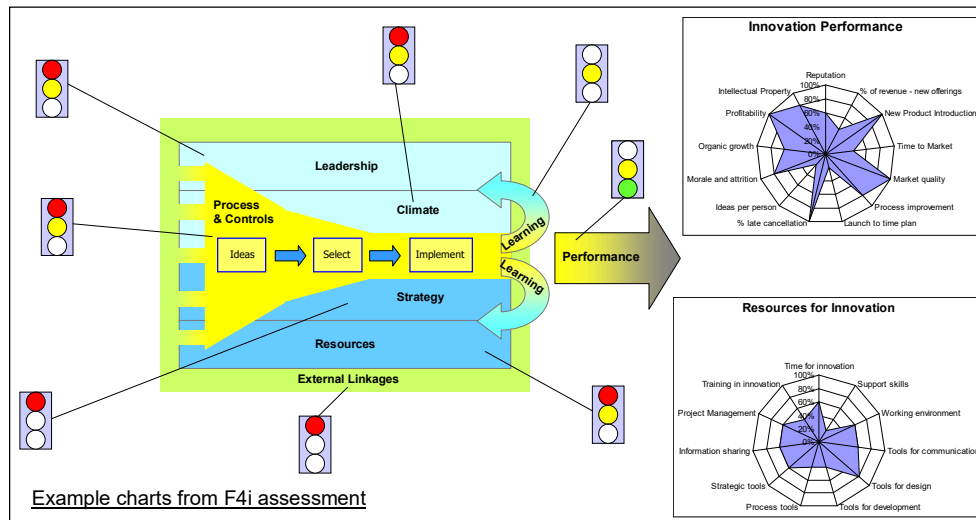
Why not find out?

Case studies

We have consulted on innovation for major UK and international businesses – in both industrial and service sectors.

- We worked with a major international engineering company to assess the effectiveness of their innovation, involving over 300 managers and employees. 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 worked with a global insurance company to assess their innovation opportunities and capabilities across 4 countries and developed an improvement strategy.

- We have worked with a number of major UK law firms to help them innovate and re-engineer services for improved value and efficiency.

"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

"Codexx worked closely with us to help us develop our firm-wide innovation process, management system and scorecard. This has given us a very effective process for developing innovative ideas into new services or ways of working."
Alison McClure, Head of Litigation, Blake Morgan

"We engaged Codexx to help us develop our global innovation capabilities. Their approach was highly collaborative, insightful and provided us with a valuable input to the improvement of our innovation system."
Andrew Sims, Innovation Manager, Allianz Global Corporate & Specialty

"Alastair Ross of Codexx introduced the concepts of innovation to our global dispute resolution group … His insight into innovation across industries and practical approach was very well received."
Jodie Bonner, Practice Manager, Global Dispute Resolution, Norton Rose

Interested?

Contact us for a free initial consultation. Email us at innovation@codexx.com or phone +44-(0)7766 525433 and ask for Alastair Ross.

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