

Why innovation management maturity matters: Consulcad's guide to improving how your organisation manages innovation

Does innovation only happen on the fringes of your organisation? Do you feel that your organisation should be doing more inventing and less improving? Are fresh ideas struggling to be translated into action?

In short...

Innovative organisations don't happen by accident. They happen by design. Consulcad have developed an Innovation Management Maturity Model so that you can benchmark how well your organisation manages innovation management, building a deeper understanding of where you are and where you want to be on your innovation journey. Our Model describes the tools, people and framework needed to reliably deliver outcomes. Understanding your organisation's innovation management maturity helps make the case for greater investment, provides confidence that you are headed in the right direction and measures success. We explain how to complete an innovation management assessment and how to translate it into action.

What is innovation management?

Innovation can happen in organisations either through accident or design. While there's always someone who will argue that you can't force people to be innovative, [the research shows](#) that a company-wide approach drives innovation performance.

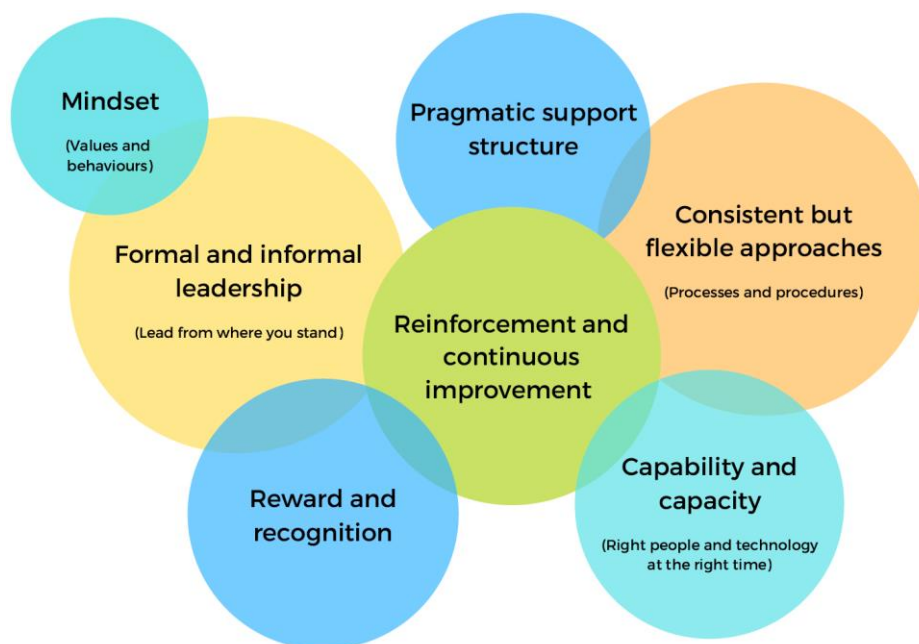


Figure 1 | Great ideas need an innovation culture to stick

Designing how your organisation innovates, also known as innovation management, focuses on having a fit for purpose approach to how you plan, organise, monitor and control invention and improvement activities. Innovation management has three key building blocks – tools, people and frameworks – that are made to stick through effective organisational change. Getting it right is important as it enables your organisation to stay relevant, engage employees meaningfully and deliver better products and services.

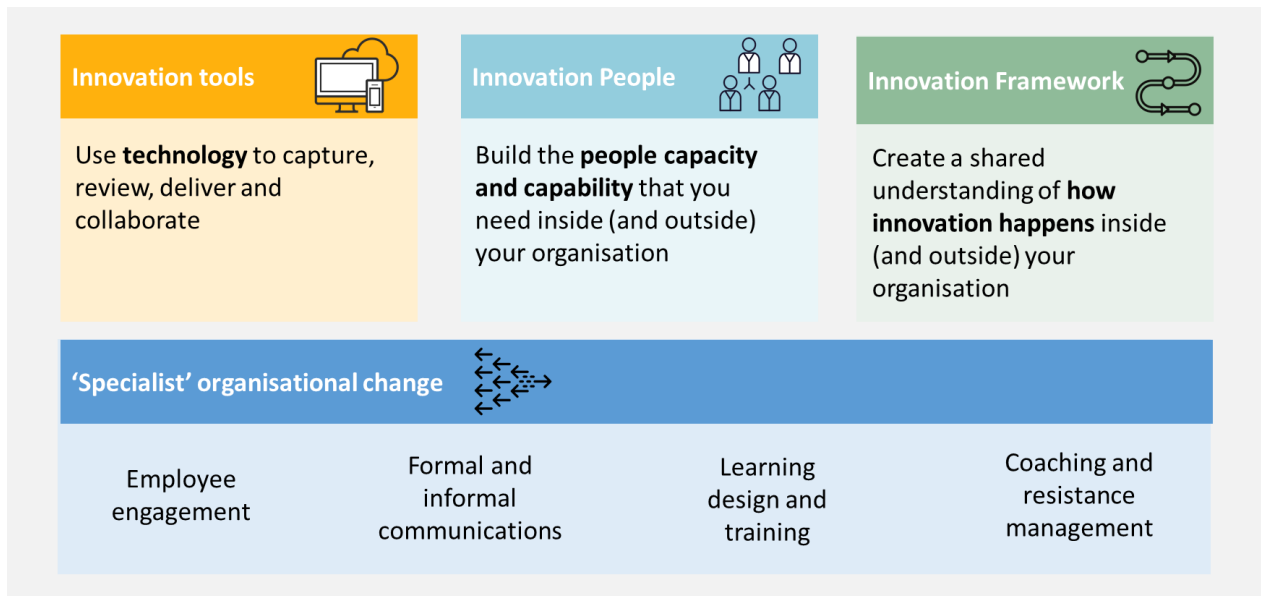


Figure 2 | How we bring innovation management to life

What is innovation management maturity?

For most organisations, innovation happens through a mix of accident and design. There isn't a straight path from 'command and control' ways of working formed over several decades to the 'inclusive and iterative' approaches that today's biggest challenges demand. To make this path easier, Consulcad has designed an Innovation Management Maturity Model. [Capability maturity models](#) are a well-established benchmark for comparison – a way to understand where your organisation is, where it wants to be and how it might get there. The first capability maturity model was developed using research conducted by the US Department of Defence during the 1980s and has since been adapted to a number of different other industries and challenges. Our model, informed by comprehensive research and experience solving innovation challenges, provides a structured set of maturity levels that describes the people, processes and tools needed to reliably deliver outcomes. The higher the maturity, the more consistently you organisation can deliver outcomes.



Figure 3 | Consulcad's innovation management maturity levels

So, why does innovation management maturity matter?

Understanding your organisation's maturity isn't just an academic exercise in benchmarking. There are many benefits to knowing how you stack up. The top three are to:

- **Support the case for investment.** Getting better at innovation takes time, money and energy. Maturity models show the benefits that are unlocked at each leap of the maturity journey. Buy-in is built through meaningful conversations that are sparked by the innovation management maturity review process, whether that be one-on-one interviews or review of the findings.
- **Provide confidence that you are headed in the right direction.** Maturity assessments help to chart a course for how you will get from you are to where you want to be. It creates a shared understanding the pace of change – does it mean a number of nudges over a period of time or a rapid transformation? This understand smooths the way for making decisions about people, structures, approaches and technology.
- **Measure success.** It is often said that what is measured is what matters. Maturity scores can be used to set baselines and targets for individual and team key performance indicators. For those that are competitive at heart, having a score that needs to be improved is a great motivated.

How do I do an innovation management maturity assessment?

An assessment has two key parts – how it is designed and how it is completed. There's a number of different options for how you can approach one so we've summarised the main ones for you.

Step 1: Design the assessment

- **Area of focus:** Assessments can be focused at a team, department or organisation level. It's common for different areas of an organisation to be at different maturity levels.
- **Resources:** Assessments can either be completed by someone within your organisation as a self-assessment or by an independent third-party (hint: Consulcad does independent assessments!).
- **Identify your maturity assessment tool:** you are welcome to use ours – it's based on the CMMI standard [Consulcad Innovation Maturity Assessment tool](#)

Step 2: Complete the assessment

Assessments are most accurate when they review published documents and interview key people in your organisation. Our approach is to:

- 1) Understand where you are today
- 2) Understand where you want to be in the future
- 3) Calculate your maturity score using our Innovation Management Maturity Assessment Tool
- 4) Identify actionable steps to get from where you are and where you want be
- 5) Share insights and seek buy-in for change

So, what now? How does an assessment translate into action?

The value of an assessment relies on its translation into what it means for your organisation. Here's a few examples of types of actions that innovation management maturity assessments unlock.

Innovation Portfolio Health Check		
What	Recommended maturity level	Why
<p>Health checks identify whether your organisation has a “right sized” approach to finding, selecting and delivering the right mix of improvement and invention initiatives.</p> <p>They look at how you:</p> <ul style="list-style-type: none"> • Identify what's most important • Surface fresh invention and improvement ideas • Select the ideas that matter • Work together to deliver outcomes across boundaries • Monitor and communicate progress • Share what's working well and reflect on what could be better 	Suits all maturity levels	Provide confidence that your organisation is doing the right things well in line with appetite for risk while identifying opportunities for improvement

Crowd-sourcing pilot		
What	Recommended maturity level	Why
<p>Crowd-sourcing often sounds intimidating. However, tools like edison365ideas can be up and running with your first internal crowd-sourcing campaign in three days. Its granular security means that you can target a team, a department or specific groups across your organisation.</p>	2 = Siloed Innovation and above	Sometimes seeing is believing – showing your organisation how easy crowd-sourcing can be drives buy-in with other areas and challenges

Innovation Management Framework		
What	Recommended maturity level	Why
<p>Frameworks are about writing down how innovation happens in simple terms. They give a structured but flexible way to progress the right things and involve the right people at the right time.</p>	3 = Process Driven Innovation	Drive collaboration across teams; improve visibility of what's happening and share what's working well

How can we help?

Talk to us today about how we can help make innovation mainstream in your organisation with the right mix of innovation tools, people and framework. We make it real.

How can you connect with us?

We'd love to hear about your innovation journey. Did reflecting on innovation management maturity help?



consulcad.com



info@consulcad.com



AUS: 1300 557 567

NZ: 0800 450 939

Melbourne

Sydney

Perth

Auckland



edison365
ideas

Office 365

Just in case you are as excited about innovation tools as we are

Our innovation platform of choice is edison365ideas

Using the wisdom of crowds, [edison365ideas](https://edison365ideas.com) is an open forum through which employees can contribute ideas. Structured, transparent, collaborative and easy to use, edison365ideas encourages ownership of an idea to engage your entire organisation.