

**IMPLEMENTING THE INNOVATION
MANAGEMENT CYCLE AND THE
CULTURE OF INNOVATION**

EXPERT

INNOVATION IN THE WORKSPACE



SKILL ADDRESSED:

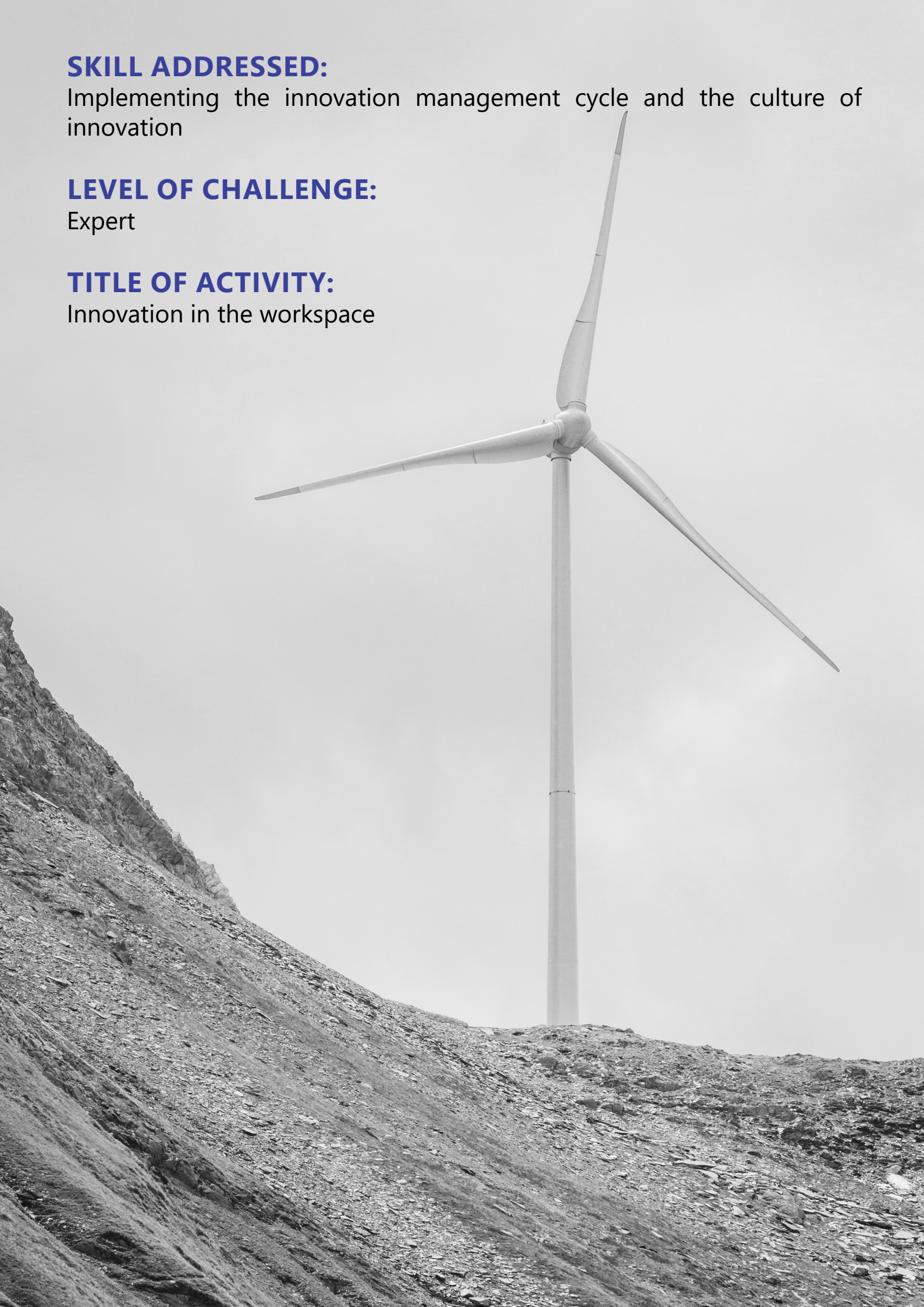
Implementing the innovation management cycle and the culture of innovation

LEVEL OF CHALLENGE:

Expert

TITLE OF ACTIVITY:

Innovation in the workspace



INTRODUCTION TO THE SKILL

Innovation is moving fast in this time and age. Changes in the workspace, new concepts and ideas seem to be accelerating. Digitalisation networks are linking individuals, organisations, and nations as never before. In this fast paced world, companies have the challenge of constantly coming up with new innovative projects, products, services and ideas.

In this challenge, you will have the possibility to develop and train in order to adopt innovation management and contribute to innovation in your workspace. Furthermore, you will learn how to build a culture of innovation in the workspace.

THE CHALLENGE

In this challenge, your task is to [develop a strategy to build a culture of innovation in your workplace](#). This challenge aims to provide a comprehensive outline of the key steps (action plan) required to foster a sustainable and robust culture of innovation within an organisation.

Select a project, product, or service that you are familiar with. This can be a project that you are involved in or you know some information about. This project can vary from e-commerce platform, an environmental project, a vehicle, food delivery services, health and fitness, etc.

To effectively build a culture of innovation in your workplace, it is important to develop an action plan embedding the innovation management cycle. Below is a clearer explanation of the action plan and key elements to include, but remember that you can enrich it with your own elements from your previous learning and experience.

You can use the [link](#) here to complete it in bullet points and track your progress. You can fill in the "Start Date," "End Date," "Duration," "Status," and "Comments" fields based on your specific timelines, task statuses, and any other remarks you may have for each action step.

ACTION 1: DEFINE YOUR VISION (IDEA GENERATION STAGE)

- **Task:** Organize a facilitated brainstorming session with your team to discuss and define what innovation means for your workplace. Make sure to invite people from different departments and levels in your organization for a diverse perspective.

- **Example Outcome:** A clear and shared vision for innovation, such as “Leading our industry by creating cutting-edge software solutions that solve customer problems”, which is documented and shared with all employees.
- You can watch the following video on brainstorming techniques: <https://www.youtube.com/watch?v=YXZamW4-Ysk&t=10s>
- You can watch the following video on how to define a clear shared vision: <https://www.youtube.com/watch?v=lyESvprvRbl>

ACTION 2: ASSESS YOUR CURRENT SITUATION (IDEA GENERATION STAGE)

- **Task:** Conduct a comprehensive survey or host focus groups to evaluate the current company culture, resources, and readiness for innovation. (You may consider using an external consultant to ensure impartiality).
- **Example Outcome:** A detailed report identifying areas of strength and areas that need improvement, such as a lack of resources or a culture resistant to risk-taking.
- You can watch the following video on how to design a survey: <https://www.youtube.com/watch?v=mdVWbuffdNY>

ACTION 3: IDENTIFY CORE VALUES (IDEA GENERATION STAGE)

- **Task:** Run workshops to develop a list of core values that will support your innovative culture. Ensure these values are ones that your team genuinely respects and will adhere to.
- **Example Outcome:** A set of core values including elements like creativity, collaboration, diversity of thought, and risk-taking, that are communicated and reinforced through various internal communication channels.
- How to define your core values at workplace: <https://www.youtube.com/watch?v=1R7o-fo9EFE>



ACTION 4: SET GOALS AND OBJECTIVES (IDEA DEVELOPMENT STAGE)

- **Task:** In a team meeting, define specific, measurable, achievable, relevant, and time-bound (SMART) goals for innovation. Ensure these goals are challenging yet achievable to motivate your team.
- **Example Outcome:** A clear list of goals such as “Generate 10 new product ideas each quarter”, “Implement at least 2 innovative ideas per quarter”, etc.
- How to define S.M.A.R.T goals: <https://www.youtube.com/watch?v=1-SvuFIQjK8>

ACTION 5: DEVELOP STRATEGIES FOR INNOVATION (IDEA DEVELOPMENT STAGE)

- **Task:** After brainstorming, decide on methods, practices, or tools that will stimulate innovation. This can include innovation workshops and regular brainstorming sessions.
- **Example Outcome:** A detailed strategy document including timelines, tools, and practices to stimulate innovation.
- Watch the difference of planning and strategy: <https://www.youtube.com/watch?v=iuYlGRnC7J8>

ACTION 6: DEFINE ROLES AND RESPONSIBILITIES (IMPLEMENTATION STAGE)

- **Task:** Clearly assign individuals or teams to be responsible for driving each part of the strategy. This can be based on skills, interests, and potential for contributing to the innovation process.
- **Example Outcome:** A document outlining the responsibilities of each team member or department in the innovation process, including an innovation team led by an innovation manager.
- Defining clear roles and responsibilities: https://www.youtube.com/watch?v=IAX8JjEH_m4
- When Clarifying Roles & Responsibilities Isn't Enough: <https://www.youtube.com/watch?v=JWyz3pCSN8U>

ACTION 7: PLAN FOR IMPLEMENTATION (IMPLEMENTATION STAGE)

- **Task:** Break down your strategies into actionable steps, decide on how to execute each step, and create a realistic timeline.

- **Example Outcome:** A project plan including steps, timeline, resources required, and potential challenges with solutions for your innovation strategy.
- How to create a project plan: https://www.youtube.com/watch?v=Lt9_4vzPdlo

ACTION 8: COMMUNICATION AND ENGAGEMENT PLAN (IMPLEMENTATION STAGE)

- **Task:** Develop a communication strategy to keep everyone informed about your innovation journey. Include regular updates, success stories, and channels for employees to provide feedback or contribute ideas.
- **Example Outcome:** A regular newsletter or email update, bulletin board updates, town hall meetings, etc., that keep all employees in the loop about the innovation process.
- Communication strategy in 5 steps: <https://www.youtube.com/watch?v=gvwgqjQXrJ0>

ACTION 9: REGULAR REVIEW AND ADAPTATION (EVALUATION STAGE)

- **Task:** Establish a schedule for regular reviews of your innovation strategy and progress. This includes collecting feedback, analyzing results, and making necessary adjustments.
- **Example Outcome:** Regularly scheduled quarterly review meetings, a feedback collection system, and a documented process for adjusting your strategy based on the results of these reviews.

This more detailed action plan should give you a robust framework for creating a culture of innovation in your organization. Remember, the process takes time and commitment but the outcome can be transformational.

STRUCTURE

Advice on how to simplify this activity:

1. You can watch the following video about building an innovation culture: https://www.youtube.com/watch?v=OkGzsxOk3_s
2. You can watch the following video about innovation management: <https://www.youtube.com/watch?v=IxtaDIHZtg4>
3. Research in advance and understand what are your goals and



possible outcomes.

4. Be open to dialog and communication with your coworkers to constructively criticize your process.

DEMONSTRATION AND EVALUATION

After completing this activity, you should be able to recognize the value of the innovation management cycle in the workplace and acknowledge the possibilities of building an innovation culture in the workspace.

SELF-REFLECTION:

- What is an innovation management cycle and how can you contribute to innovations in the workspace?
- What is the value of an innovation culture in the workspace and how can you build that culture?

Additional reading material can be found below:

- <https://er.educause.edu/articles/2022/8/creating-a-culture-of-innovation>
- <https://www.bpmlleader.com/2012/05/22/the-8-phases-of-an-innovation-management-process/>

Congratulations! You have now completed the challenge!

It is suggested to explore more thematic areas that you can find in the platform.





INTERFACE



Co-funded by
the European Union

"The European Commission's support of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission can not be held responsible for any use which may be made of the information therein." Project Number: 2021-1-DE02-KA220-000034783