

A new way to manage your innovations

You have an innovation-based initiative and you:

- are not sure where to start
- have lessons learned from prior initiatives
- have great ideas that fail to implement.

How can InnoWise™ help you?

The Benefit

InnoWise™ is a science-based framework developed to help innovators implement their great idea. The InnoWise™ framework is based upon the relationship between innovation and knowledge. Knowledge is needed for innovation to proceed and **new knowledge** needs innovation. Organisations and communities need new knowledge to adapt to change and to grow and succeed.


The InnoWise™ framework describes the relationship between innovation and knowledge at each stage of the innovation cycle. It uses behavioural based metrics which are lead indicators to track progress.

InnoWise™ :

- can work alongside and add to existing innovation or project management frameworks
- starts where ideation stops
- is designed to help you define the problem and implement the idea with knowledge in mind.

Get in touch

For further information about InnoWise™ or to discuss how it might apply to your project, please contact us:

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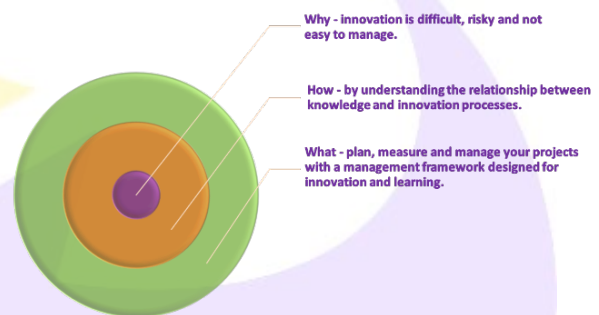
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Background

Innovation is an important activity for organisational success and to adapt to change. However, innovation is difficult as it involves change, carries risk and is not easy to manage.

- Change is not easy as people require a driver, a need to push through the barrier of business as usual
- Innovation is risky because it involves uncertainty
- Innovation is difficult to manage as it is not a linear process and most management tools that are used are based on linear processes and use lag-based metrics.



The innovation process challenges conventional management because a traditional approach tends to be rigid and inflexible and not suited to changeable nor continuous improvement processes. Furthermore, the benefit of the innovation or the **new knowledge** that it creates is often not fully realised within the organisation or customer base.

This problem was examined by Lee Foster to explore innovation processes at Queensland University of Technology. The inability to respond to a changing environment has been





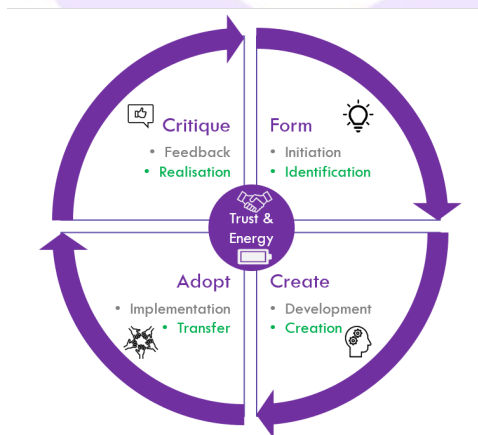
attributed to ineffective knowledge and innovation management. Knowledge is an intrinsic part of innovation that is often not managed well. Lee's contention is that if you can manage knowledge consciously and systematically, then your innovations will be more likely to succeed and **new knowledge** will be embedded within your organisation or community to enable growth in capability.

InnoWise™ is a new approach to the management of innovations by providing a process to manage knowledge and innovation together.

How it Works

The InnoWise™ framework consists of four steps:

1. Form – commence the initiative, identify knowledge gaps
2. Create – develop the solution, create new knowledge
3. Adopt – implement the solution, transfer knowledge, and
4. Critique – gain feedback, critically revise the solution.

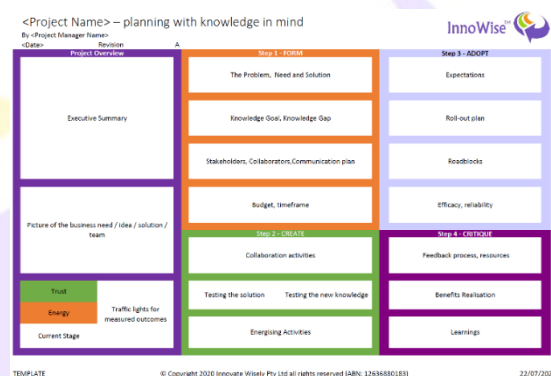


The InnoWise™ framework provides a systemised method to plan, measure and manage the initiative in a way that is suited to innovation and knowledge management. The process identifies how the knowledge will be managed throughout its lifecycle and uses behavioural based, lead metrics that influence success (ie trust and energy). The results are analysed to identify themes and relationships to enable adjustment of the management

approach before time and budget is adversely impacted (thus, reducing risk and waste).

Innovate Wisely™ have created products to help you apply the InnoWise™ framework in an easy, systematic way:

- Knowledge Canvas™: develop a project plan with knowledge in mind
- Knowledge Pulse™: test progress using behavioural based metrics and thematic analysis
- Optioneer ideas: identify the least risk option based on potential roadblocks and Knowledge Pulse™ results
- Critique feedback and lessons learned and turn the **new knowledge** into capability.



The process starts with the participant(s) being provided with questions that are crafted to inform the Knowledge Canvas™ and to trigger thought about the innovation and knowledge aspects at each step of the innovation cycle. The answers are summarised into the Knowledge Canvas™ which is a useful communication tool.

The Knowledge Pulse™ analysis can be carried out at any time by survey, interview or workshop, to:

- To baseline the project at the beginning
- Check progress at each step or after a change in management has occurred to test the effect
- To critique lessons and prepare for improvement and full realisation of the new knowledge.

Get in touch to start Innovating Wisely™ now.