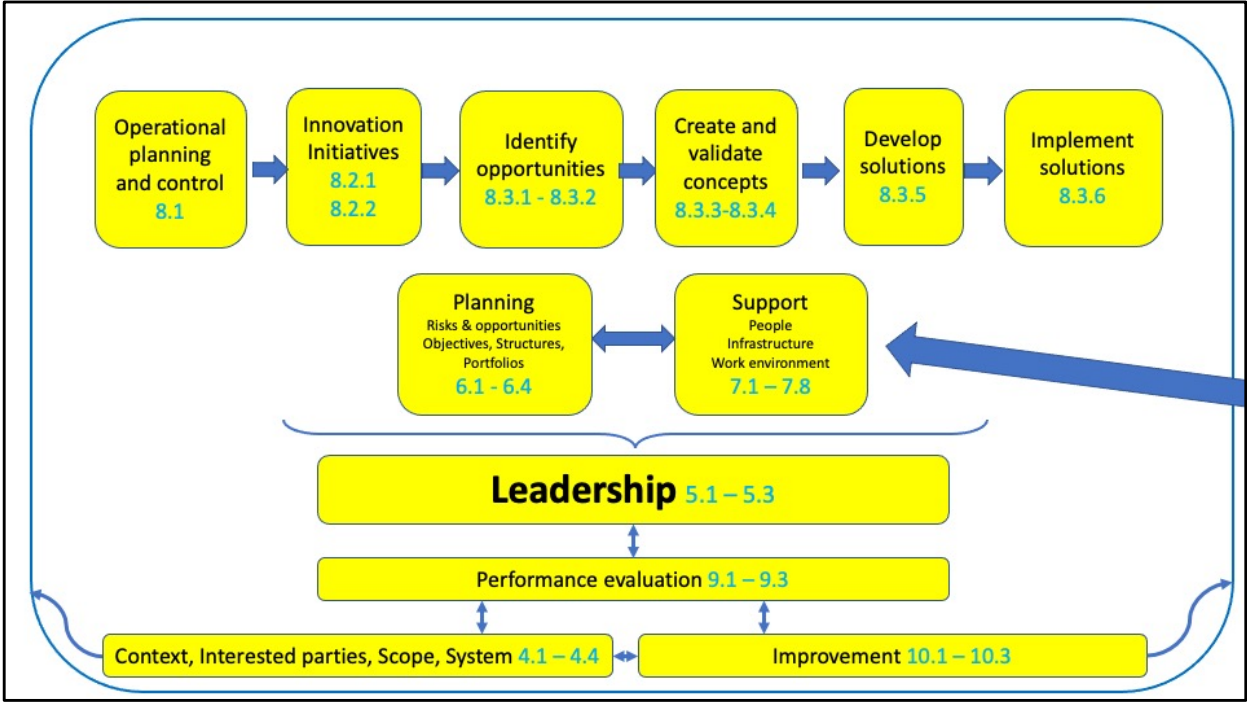


ISO 56002 – Innovation Management – Clause 7

Clause 7.7 – Strategic intelligence management
Clause 7.8 – Intellectual property management



Simplify ISO 



'Strategic Intelligence' does not manage itself!

Clause 7.7

Select tools and methods to gather from internal and external sources



Collaborate with relevant interested parties



Spread the news about the use of tools and measurement methods



The organization should establish an approach for the management of strategic intelligence.

The organization should consider:

- a) the need to acquire intelligence from internal and external sources;
- b) the need to collaborate with relevant interested parties;
- c) the use of tools and methods, e.g. data mining, analytics, prediction markets, environmental scanning, and technology surveillance;
- d) different perspectives, e.g. present and future, internal and external, demand and supply, providers and users, competitors, and related to new or changed products, services, processes, models, and methods;
- e) the need for developing influencing activities to increase acceptance of innovations, e.g. evolution of regulatory requirements, standards, and innovation ecosystems.

Strategic intelligence can include activities to acquire, collect, interpret, analyse, evaluate, apply, and deliver to, or share between, decision-makers and other relevant interested parties, the necessary data, information, and knowledge.

'Strategic Intelligence' does not manage itself!

Clause 7.7

Look at different perspectives



Create a culture that accepts and welcomes innovation



The organization should establish an approach for the management of strategic intelligence.

The organization should consider:

- a) the need to acquire intelligence from internal and external sources;
- b) the need to collaborate with relevant interested parties;
- c) the use of tools and methods, e.g. data mining, analytics, prediction markets, environmental scanning, and technology surveillance;
- d) different perspectives, e.g. present and future, internal and external, demand and supply, providers and users, competitors, and related to new or changed products, services, processes, models, and methods;
- e) the need for developing influencing activities to increase acceptance of innovations, e.g. evolution of regulatory requirements, standards, and innovation ecosystems.



Develop tools to
measure the health of
your Innovation
Management System

Clause 7.7

Strategic intelligence can include activities to acquire, collect, interpret, analyse, evaluate, apply, and deliver to, or share between, decision-makers and other relevant interested parties, the necessary data, information, and knowledge.

Strategic intelligence can include many different types of activities

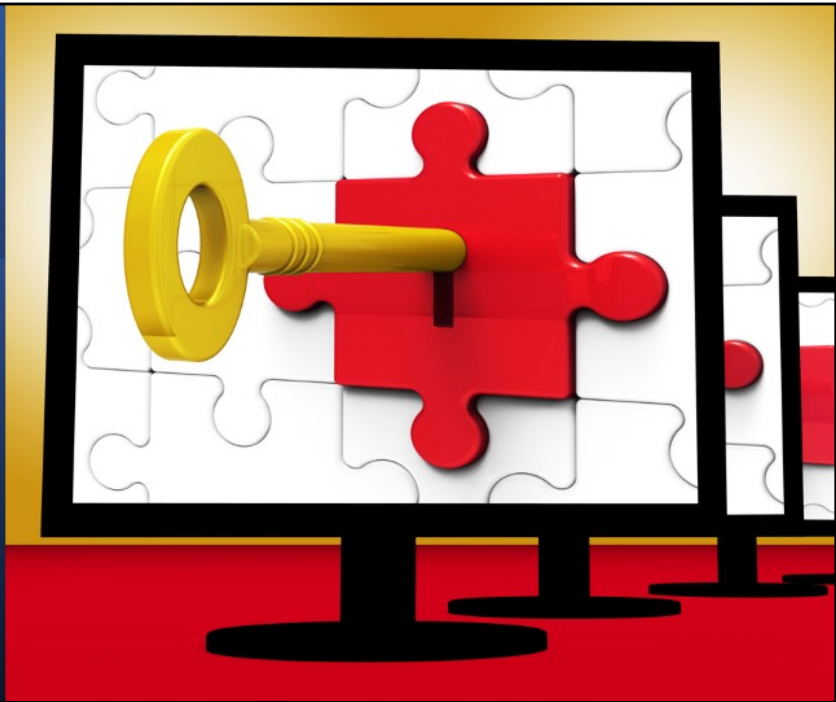
Clause 7.7

**Acquire
Collect
Interpret
Analyse
Evaluate
Communicate results.**

Strategic intelligence can include activities to acquire, collect, interpret, analyse, evaluate, apply, and deliver to, or share between, decision-makers and other relevant interested parties, the necessary data, information, and knowledge.

Intellectual
property needs
to be 'managed'
as well

Clause 7.8



7.8 Intellectual property management

The organization should establish an approach for the management of intellectual property aligned with, and supporting, the innovation strategy.

The organization should consider:

- a) defining what intellectual property assets are to be, and not to be, protected and when, how, and where it will be protected, e.g. patent, copyrights, trademark, trade secrets, creative commons licensing, and open source licensing;
- b) the rationale for creating, protecting, and utilizing intellectual property, e.g. value realization, obtain freedom to operate, and defend against infringement;
- c) the rationale for not protecting intellectual property, e.g. confidentiality, cost, speed, and risks;
- d) establishing and maintaining an inventory of the organization's intellectual assets;
- e) regularly monitoring and analysing disclosed intellectual property that is relevant for the organization, as input to innovation activities, to ensure freedom to operate, as well as to avoid potential infringement;
- f) the need for managing intellectual property, including establishing the appropriate processes, clarifying ownership in relation to external partners, e.g. in collaborative innovation initiatives, including clarification of the sharing of intellectual property in the idea generation phases;

- g) how to realize value from intellectual property, e.g. through licensing, cross-licensing, sale, and collaborative partnerships;
 - h) establishing awareness and providing training in the organization about the approach, including ownership and confidentiality related to intellectual property, as well as the consequences of potential infringement of third-party intellectual property, e.g. licensing and litigation costs;
 - i) ensuring access or restriction to intellectual property to persons, internally and externally, when necessary for their work, e.g. through confidentiality agreements, procedures, and policies;
 - j) how to manage infringements, potential and actual, from other parties;
 - k) monitoring the development and differences of relevant national legislations and other internationally applicable legal requirements and compliance commitments.
- Intellectual property can include inventions, technologies, literary, scientific or artistic work, symbols, designs, methodologies, names or images, software, data, and know-how.
- Intellectual property can be used to achieve objectives such as brand building, differentiation and positioning of offerings, customer loyalty, research and development, revenue generation, etc.

Define what intellectual property assets are to be, and not to be, protected

Clause 7.8




7.8 Intellectual property management

The organization should establish an approach for the management of intellectual property aligned with, and supporting, the innovation strategy.

The organization should consider:

- defining what intellectual property assets are to be, and not to be, protected and when, how, and where it will be protected, e.g. patent, copyrights, trademark, trade secrets, creative commons licensing, and open source licensing;
- the rationale for creating, protecting, and utilizing intellectual property, e.g. value realization, obtain freedom to operate, and defend against infringement;
- the rationale for not protecting intellectual property, e.g. confidentiality, cost, speed, and risks;



Establish and
maintain an
inventory of
your
intellectual
assets

Clause 7.8

7.8 Intellectual property management

d) establishing and maintaining an inventory of the organization's intellectual assets;

Monitor and
analyse
intellectual
property that is
useful for
innovation
projects

Clause 7.8



7.8 Intellectual property management

e) regularly monitoring and analysing disclosed intellectual property that is relevant for the organization, as input to innovation activities, to ensure freedom to operate, as well as to avoid potential infringement;

f) the need for managing intellectual property, including establishing the appropriate processes, clarifying ownership in relation to external partners, e.g. in collaborative innovation initiatives, including clarification of the sharing of intellectual property in the idea generation phases;

Find ways to
gain value
from
intellectual
property

Clause 7.8



7.8 Intellectual property management

- g) how to realize value from intellectual property, e.g. through licensing, cross-licensing, sale, and collaborative partnerships;
- h) establishing awareness and providing training in the organization about the approach, including ownership and confidentiality related to intellectual property, as well as the consequences of potential infringement of third-party intellectual property, e.g. licensing and litigation costs;


Make sure
people have
access to
intellectual
property
when they
need it

Clause 7.8



7.8 Intellectual property management

- i) ensuring access or restriction to intellectual property to persons, internally and externally, when necessary for their work, e.g. through confidentiality agreements, procedures, and policies;
- j) how to manage infringements, potential and actual, from other parties;



Stay abreast
of relevant
legislation
related to IP

Clause 7.8

7.8 Intellectual property management

k) monitoring the development and differences of relevant national legislations and other internationally applicable legal requirements and compliance commitments.

Keep everyone
aware of what
Intellectual
property can
include

Clause 7.8

Inventions
Technologies
Literary, scientific or artistic work
Symbols & designs
Methodologies
Names or images
Software
Data
Know-how

7.8 Intellectual property management

Intellectual property can include inventions, technologies, literary, scientific or artistic work, symbols, designs, methodologies, names or images, software, data, and know-how.

Intellectual property can be used to achieve objectives such as brand building, differentiation and positioning of offerings, customer loyalty, research and development, revenue generation, etc.

Three takeaways from 'Intellectual Property'

1. It's helpful to define it
2. It can be used for Innovation projects
3. It can be treated like any other asset and it has value

Time for a quiz!

You'll need your copy
of ISO 56002 to answer
the quiz questions
after each Lesson

