

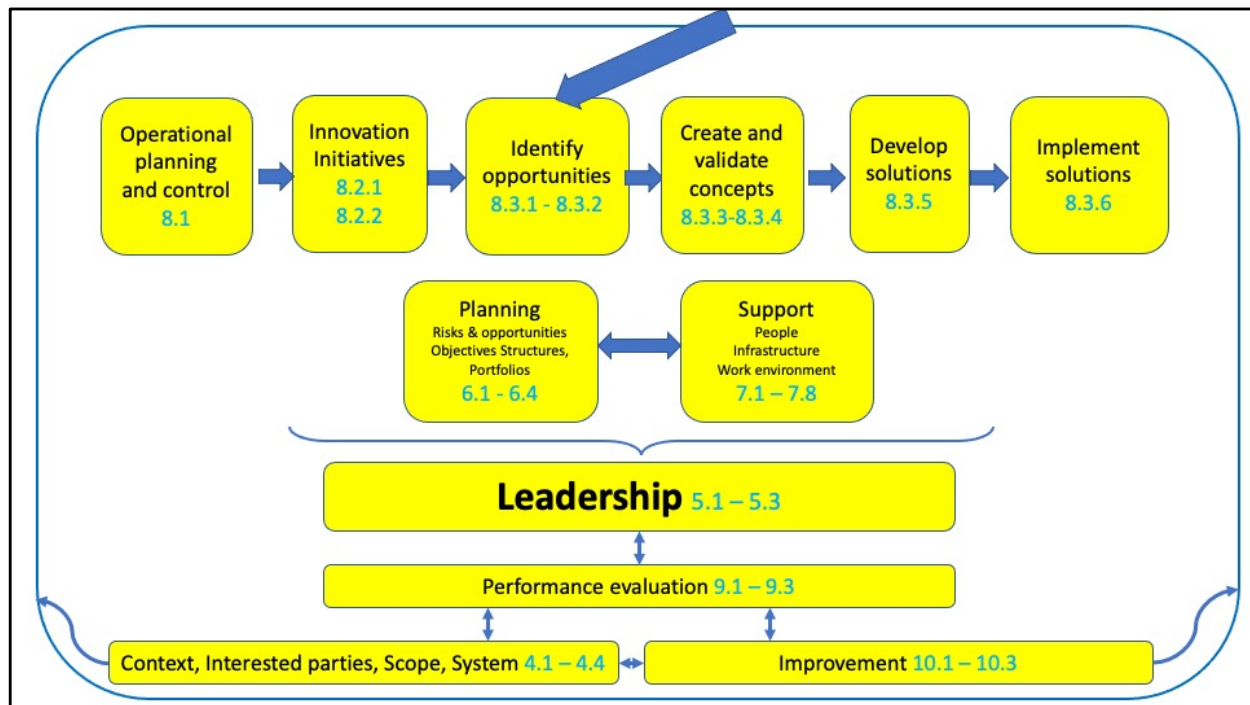
ISO 56002 – Innovation Management – Clause 8

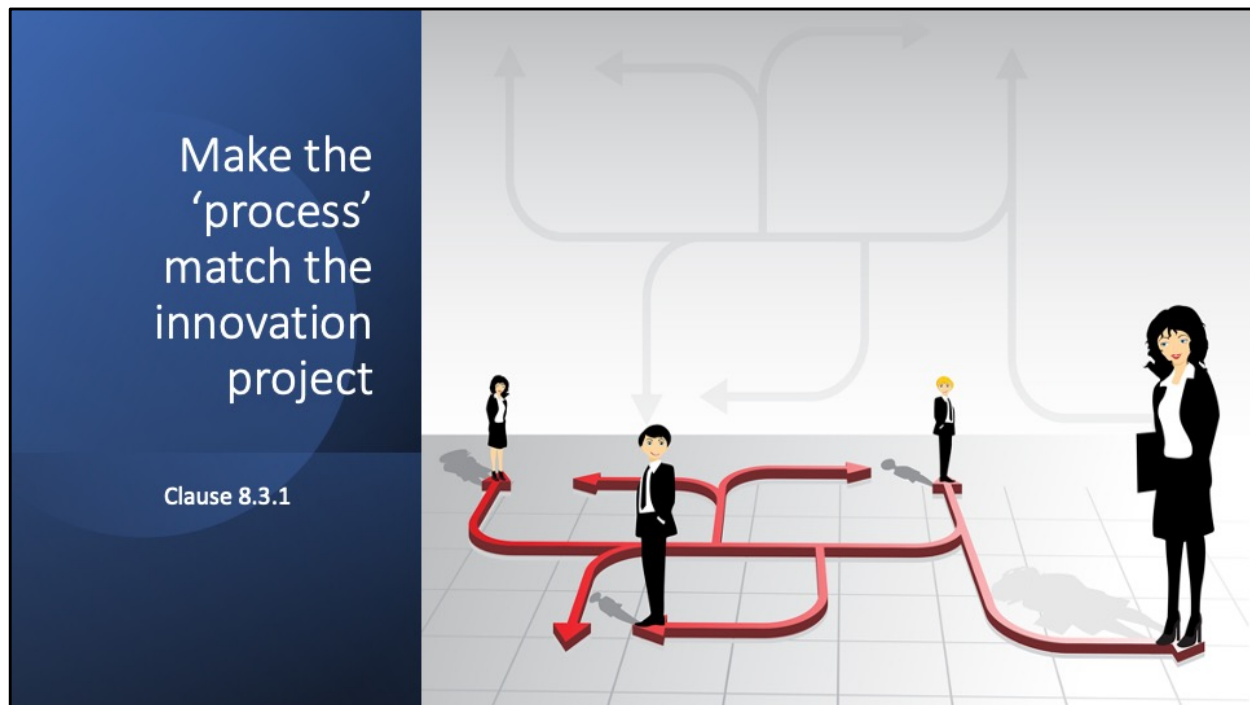
Clause 8.3.1 – Innovation Process: General

Clause 8.3.2 – Identify opportunities



Simplify ISO 





8.3.1 General

The organization should configure the innovation processes to suit the innovation initiative.

Keep the process flexible

Clause 8.3.1

Form a fastrack



Let the process morph
with the outcomes



The innovation processes can be flexible and adaptable, and form different configurations, depending on, e.g. the types of innovations and the circumstances of the organization. They can:

- a) form a fast track of selected processes;
- b) have a non-linear sequence;
- c) be iterative;

Integrate the
innovation into
other processes if
it will work

Clause 8.3.1

Connect it to other
processes if it looks like
that would help



Explore results to gain
knowledge



d) be implemented within, or independently from, other processes in the organization;

e) be connected to other processes in the organization.

The creative and experimentation processes focus on exploration to gain knowledge and can require resilience and flexibility.

Separate the innovation from other processes if it will work better that way

Clause 8.3.1

Could be connected to research



Can be connected to product development



May be connected to marketing



d) be implemented within, or independently from, other processes in the organization;

e) be connected to other processes in the organization.

The creative and experimentation processes focus on exploration to gain knowledge and can require resilience and flexibility.

The innovation processes can interact and interrelate with other processes in the organization. e.g. research, product development, marketing, sales, partnering, mergers and acquisitions, collaboration, and intellectual property.

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This might be a way to represent the variations in the process and the approach:

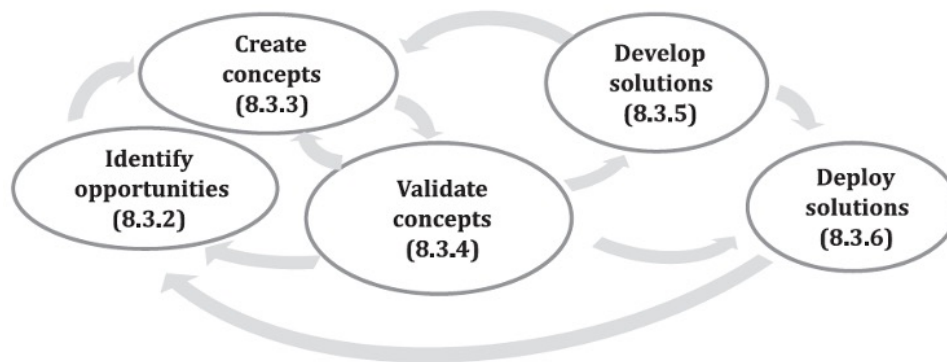
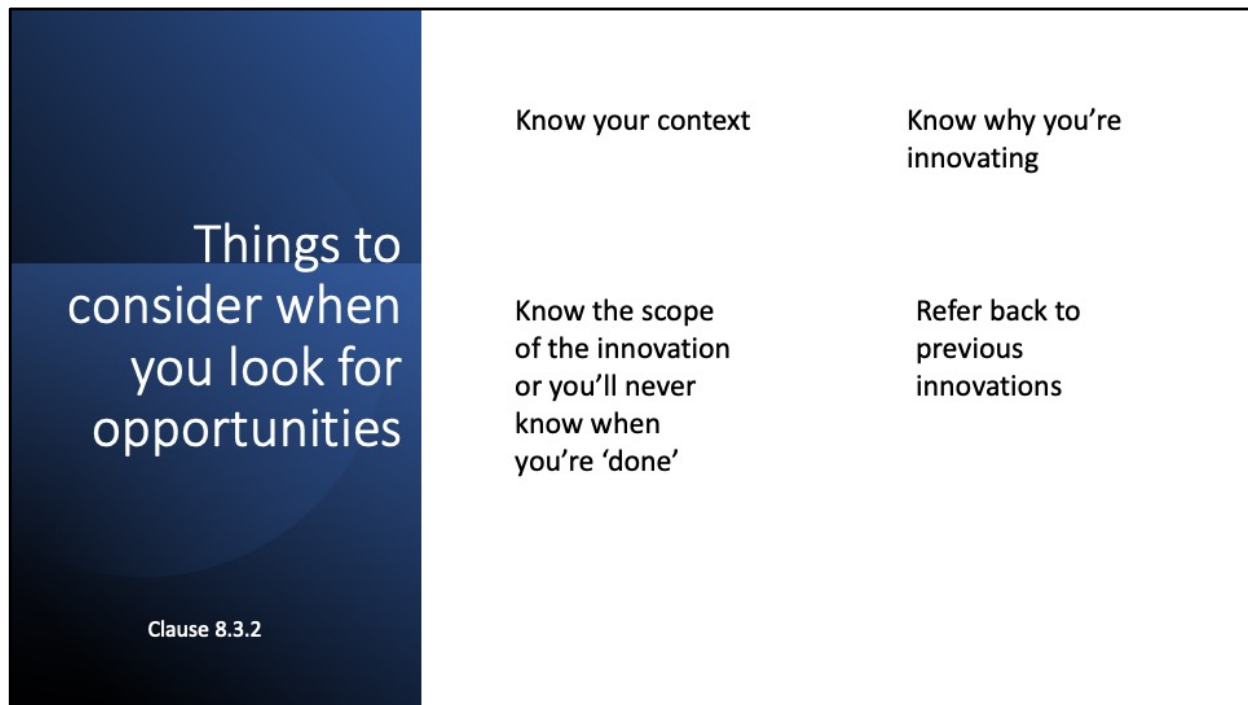


Figure 2 — Innovation processes

8.3.1 General

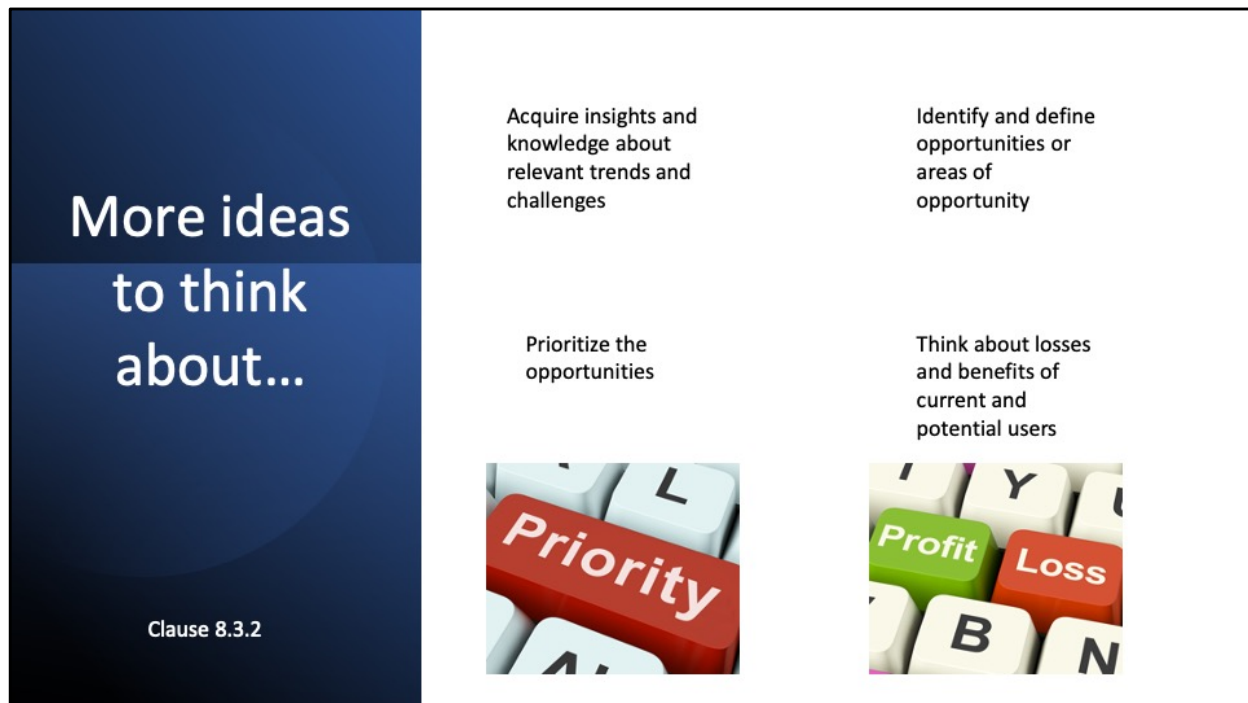
The organization should configure the innovation processes to suit the innovation initiative.



8.3.2 Identify opportunities

To identify and define opportunities the organization should consider the following inputs:

- i) an understanding of the organization and its context;
- iv) the innovation intent;
- iii) the scope of the innovation initiative;
- iv) learnings and experiences from previous innovation initiatives.

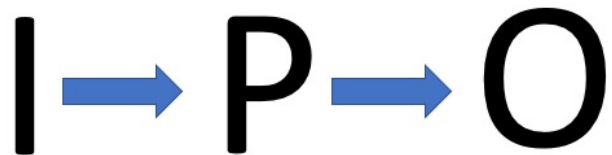


The organization should:

- a) acquire insights and knowledge about stated and unstated needs and expectations;
- b) acquire insights and knowledge about relevant trends and challenges, e.g. related to competitors, technologies, intellectual property, and markets;
- c) identify and define opportunities or areas of opportunity, e.g. the impact to be achieved, the value that can be realized, or problem statements;
- d) prioritize the opportunities.

Knowledge acquisition can include losses and benefits of current and potential users, customers, citizens, and other interested parties of the organization, market, or society.

This will create
some 'outputs'
from your efforts



Clause 8.2.1 i)

Tools and methods can include basic research, scanning, prospective analyses, benchmarking, internal and external searches, interviews, ethnography, crowdsourcing, focus groups, foresight activities, user scenarios, risk analysis, dynamic system models, etc.

These activities can result in the following outputs:

- understanding of the potential value to be realized and other potential impacts;
- identified, defined, and prioritized opportunities, areas of opportunity or problem statements;
- understanding of state of the art, including intellectual property rights.

Three takeaways from 'Innovation Initiatives'

1. You will understand the potential value of innovation
2. You you'll benefit from creating a process
3. Your projects will yield better innovations with a structured approach

These activities can result in the following outputs:

- understanding of the potential value to be realized and other potential impacts;
- identified, defined, and prioritized opportunities, areas of opportunity or problem statements;
- understanding of state of the art, including intellectual property rights.

Time for a quiz!

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

