

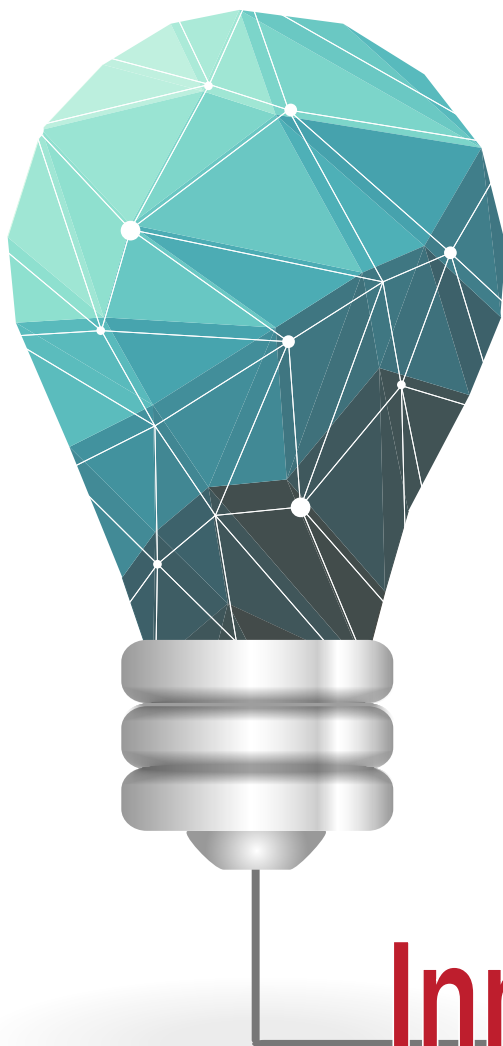


HR Club

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Many people assume that creating new ideas is the beginning of the innovation process, but actually that's not true. Ideation occurs in the middle of the disciplined innovation process.

Innovation

Effective innovation requires three things: a defined process model, a focus on innovation, and the right tools to manage it. It's important however, to make sure that you're optimizing the process, not controlling it. A strict, hierarchical chain of command can stifle innovation. Instead, employees need to feel individually empowered to drive change and recognized for their innovation.

we don't start by collecting raw ideas. Instead,

we know that innovation is a core element of our organizations' strategy, so we have to start the innovation process itself with strategic thinking to assure that the outputs of innovation are fully aligned with our strategic intent.

- **Step 1:** Strategic Thinking
- **Step 2:** Portfolio Management & Metrics
- **Step 3:** Research
- **Step 4:** Insight

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