

INNOVATION LIFECYCLE (ILC) MANAGEMENT

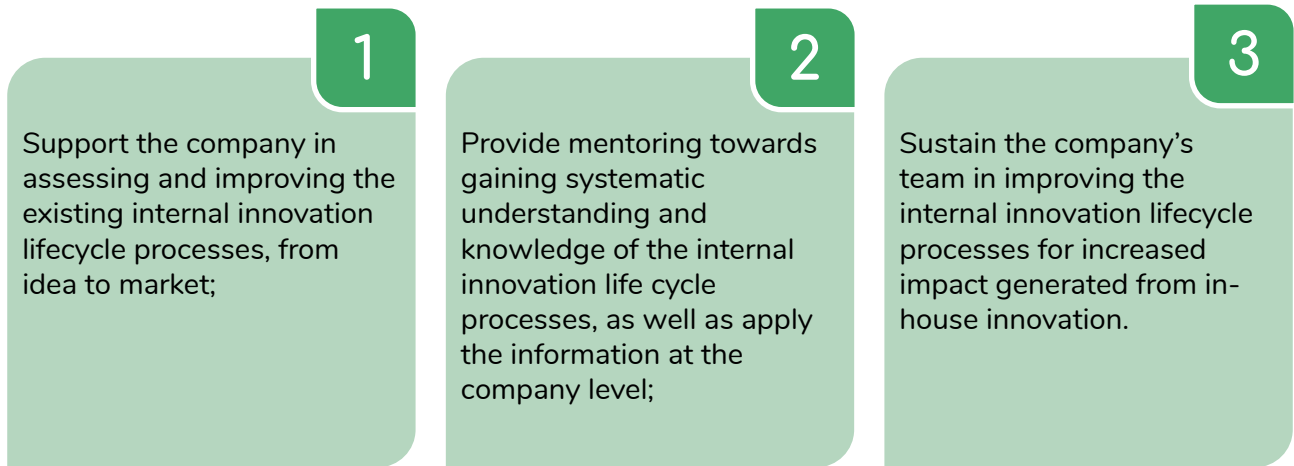
Mentoring Driver

INTRODUCTION

The innovation lifecycle processes represent the engine of a company's ability to grow by innovation, and to shape trends and markets. Even though the principles of the innovation lifecycle management are quite easy to grasp, they are often not implemented, given that they demand a consistent approach within the enterprise, the existence of specific innovation roles to follow and monitor the execution, as well as the availability of the staff to check systematically and periodically the strategic avenues of the in-house innovation. Nevertheless, the efforts invested in the innovation lifecycle processes always pay off in a significant manner.



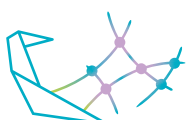
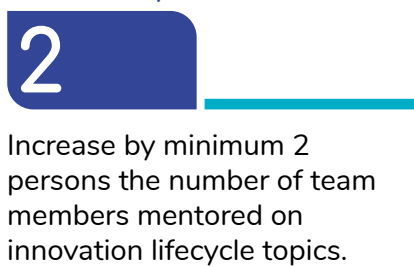
Objectives of the Mentoring Driver Innovation Lifecycle Management



Impact of the Mentoring Driver Innovation Lifecycle Management



Increase by minimum



Main stages in the delivery of the Mentoring Driver Innovation Lifecycle Management

1

Specific survey diagnostic for the Mentoring Driver Innovation Lifecycle Management

Innovation Lifecycle Performance Assessment

- The company's approach to the innovation lifecycle processes is largely influenced by its business and innovation strategies, in their turn shaped by the current and future market segments that the enterprise intends to capture. As we are observing the seven stages within the ILC, we are checking together with the mentee company the soundness of the KPIs measured at every stage, we assess the innovation focus in terms of ideas, projects or phasing our products, and we determine the overall lifecycle maturity.
- The assessment may go together with the Innovation Performance Management Assessment created by Kearney IMP3rove, where a thorough analysis is performed by the mentee company along the ILC processes of idea management, development, launch, and continuous improvement. Starting with the evaluation of the ILC performance in the context of the company's innovative ambition, we are then going to the next step of looking in detail to the areas that need to be addressed within the innovation lifecycle.

2

First workshop within the Mentoring Driver Innovation Lifecycle Management

Overview of Innovation Lifecycle Processes

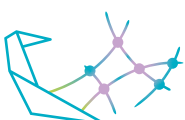
- The first workshop revolves around the five dimensions of a performing ILC, i.e., mapping and balancing the innovation lifecycle, developing strategic focus for process activities, fostering idea creation and selection, optimising development, and improvement processes, as well as developing enabling factors. Moreover, we are overseeing, among others, the profile of the mentee company as influenced by push or pull innovation models, analysing development processes (i.e., stage gate/waterfall or agile), and pinpointing launch checklists.
- The mentee company will be equipped with the complete knowledge allowing for proceeding with the improvement of the innovation lifecycle management performance in a transparent, reliable, and quantifiable manner, complete accordance with the vision for the future. Furthermore, the mentee company will be empowered alongside its growth by innovation with result-oriented tools that fuel the ILC engine of the enterprise.

3

Second workshop within the Mentoring Driver Go-to-Market

Go2Market strategy roadmap

- It is a framework that helps the mentee company to design its own roadmap by taking into consideration all the variables that are needed for a successful launch.
- The mentee company will be able to develop its own roadmap and for each chapter to use a specific tool to further elaborate the content.

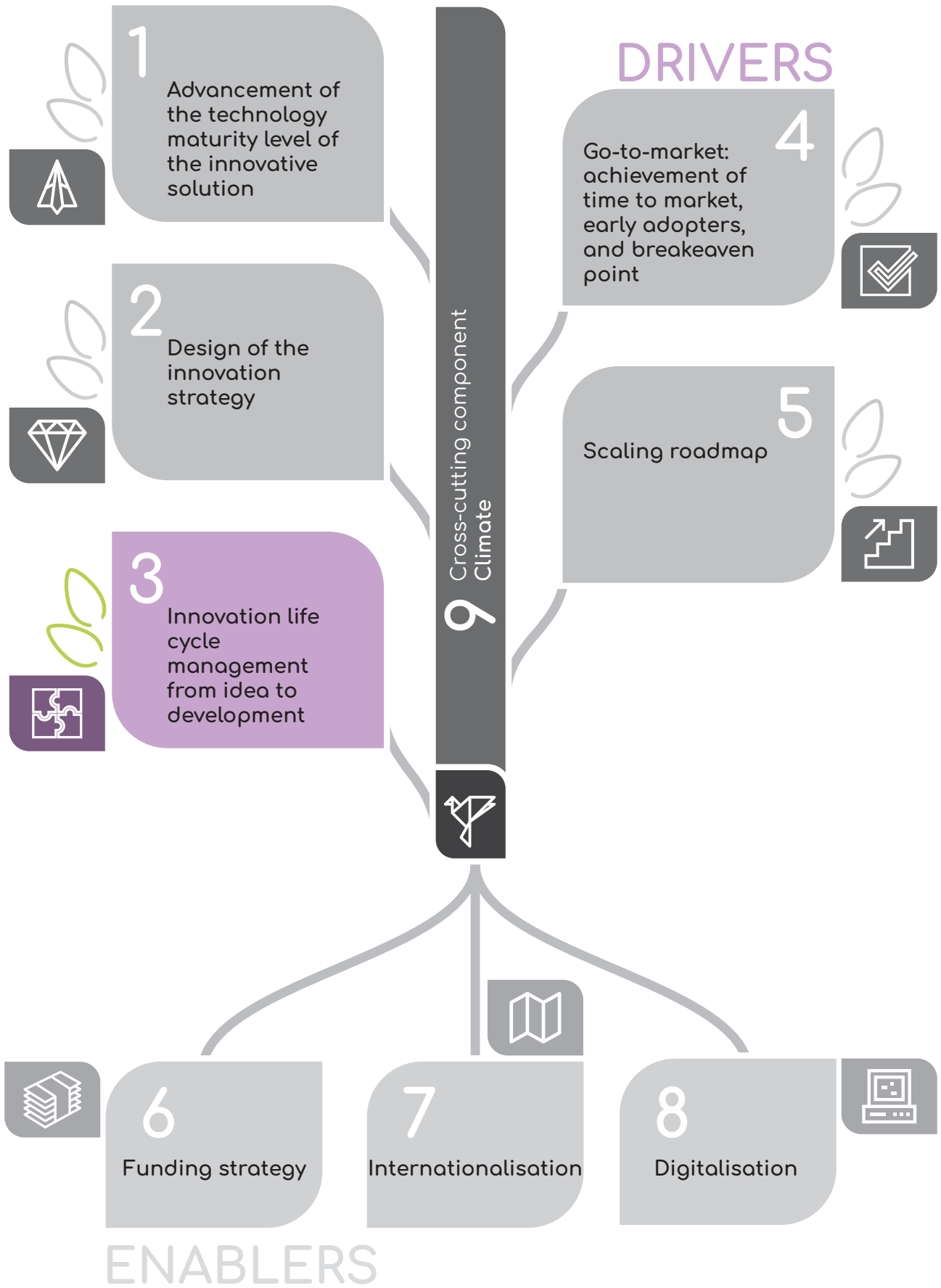




Specific methods, tools / templates, and resources involved in the Mentoring Driver Innovation Lifecycle Management

- The innovation lifecycle performance assessment stands at the core of the package of tools and templates employed, accompanied, among others, by the process strategy chessboard, risk analysis, idea wheel, creativity, or agile techniques.
- The choice of tools and templates is determined by the need to frame as extensively as possible the ILC processes that require the most effort and resources.





Final remarks

The innovation lifecycle processes represent the area within the innovation management where companies usually discover “habits” of which they were not aware before the ILC assessment or uncover good practice that were not recognised either. Consequently, there is always a strong gain from deep diving into the lifecycle processes, and come out with better practices and procedures.

