

Digitalising Innovation Management

Quick-and-easy plugins to spark innovation in times of crisis

Dr. Lina Landinez and Jana Pommerening

Münster, 17th June 2020

www.innovation-plugins.com

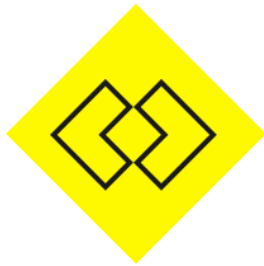


„Innovation teams are often the first casualty of a crisis when corporate budgets are slashed“

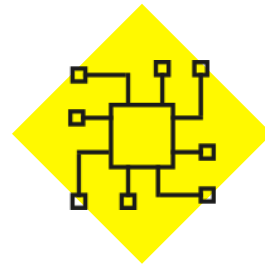
Chris Locke, 2020

Chief executive of the innovation consultancy Rainmaking

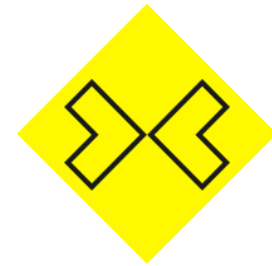
So, what is going on?



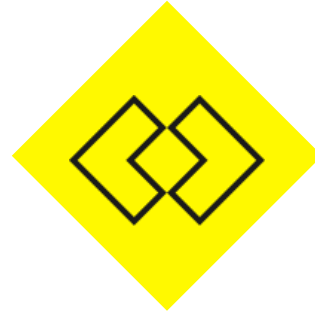
(How) do crises (e.g. COVID-19)
challenge innovation
management?



How to digitalise innovation
management? Recommendations
on some specific digital tools

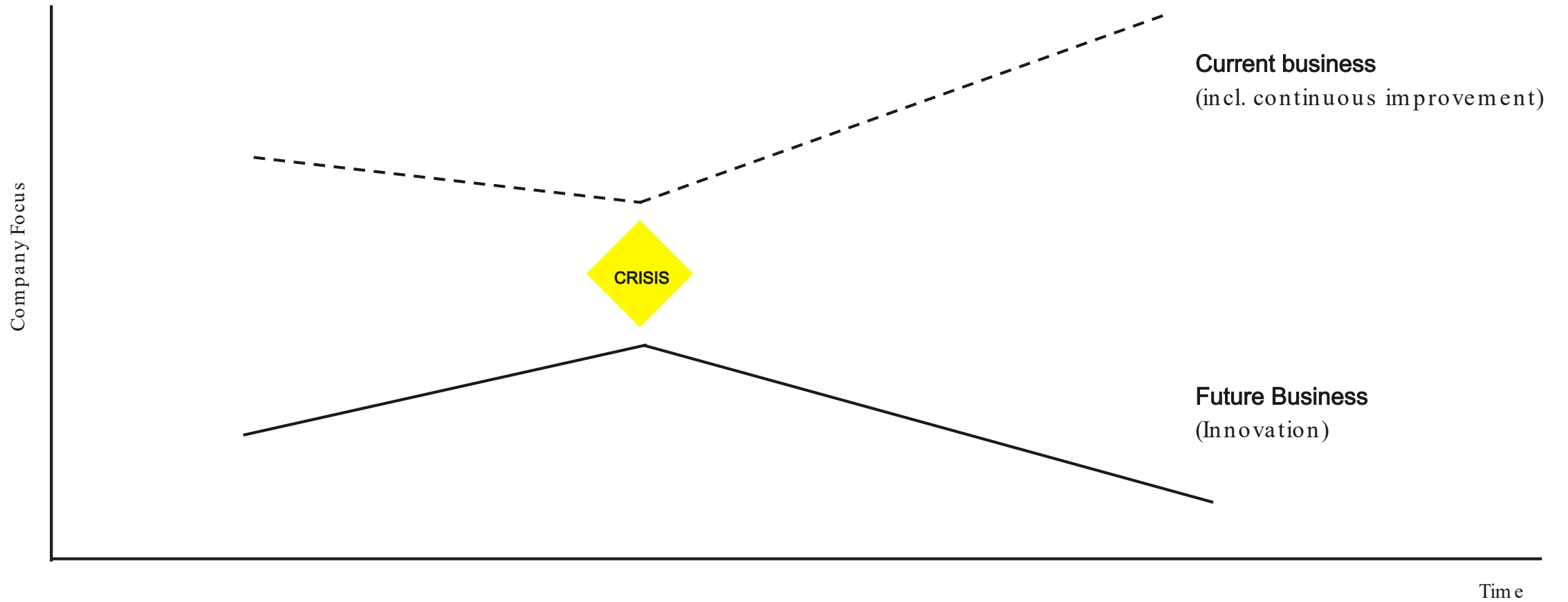


Join our initiative

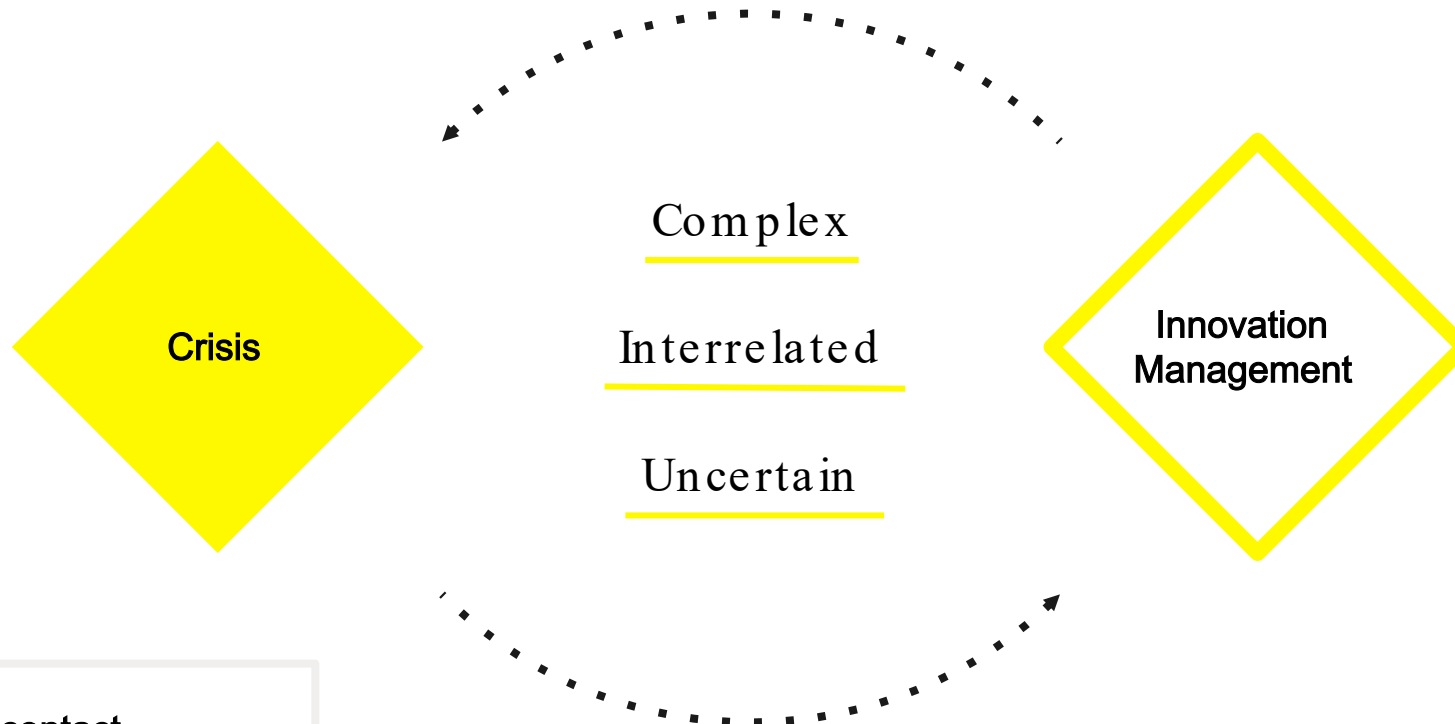


How do crises (e.g. COVID-19) challenge innovation management?

What happens in a crisis?



Interdependent process



- Loss of personal contact**
- Effect on information flow
 - Effect on process flow



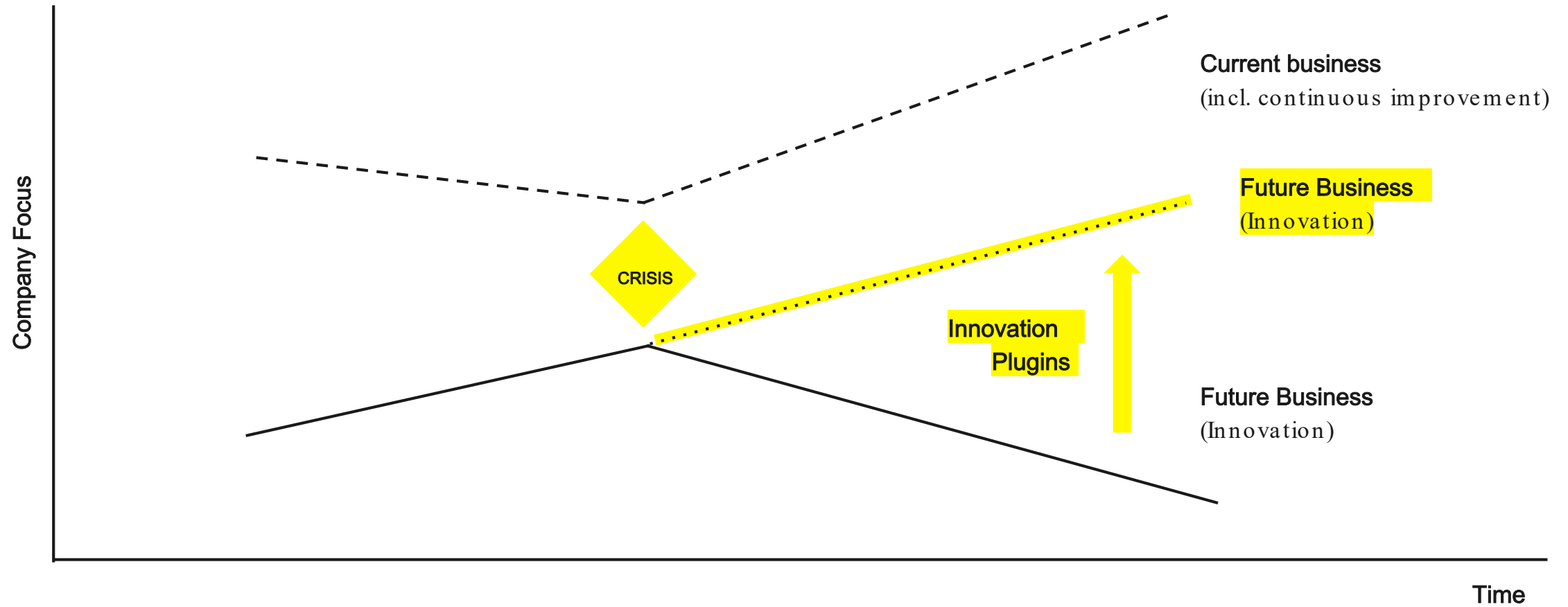
“Crisis Call for Innovation,
Not Hibernation”

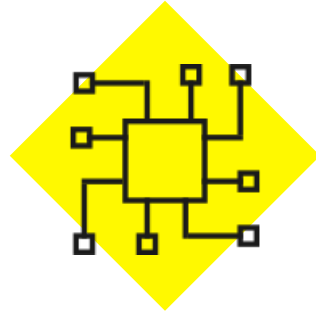


<https://rainmaking.io/>



Digitalising innovation management

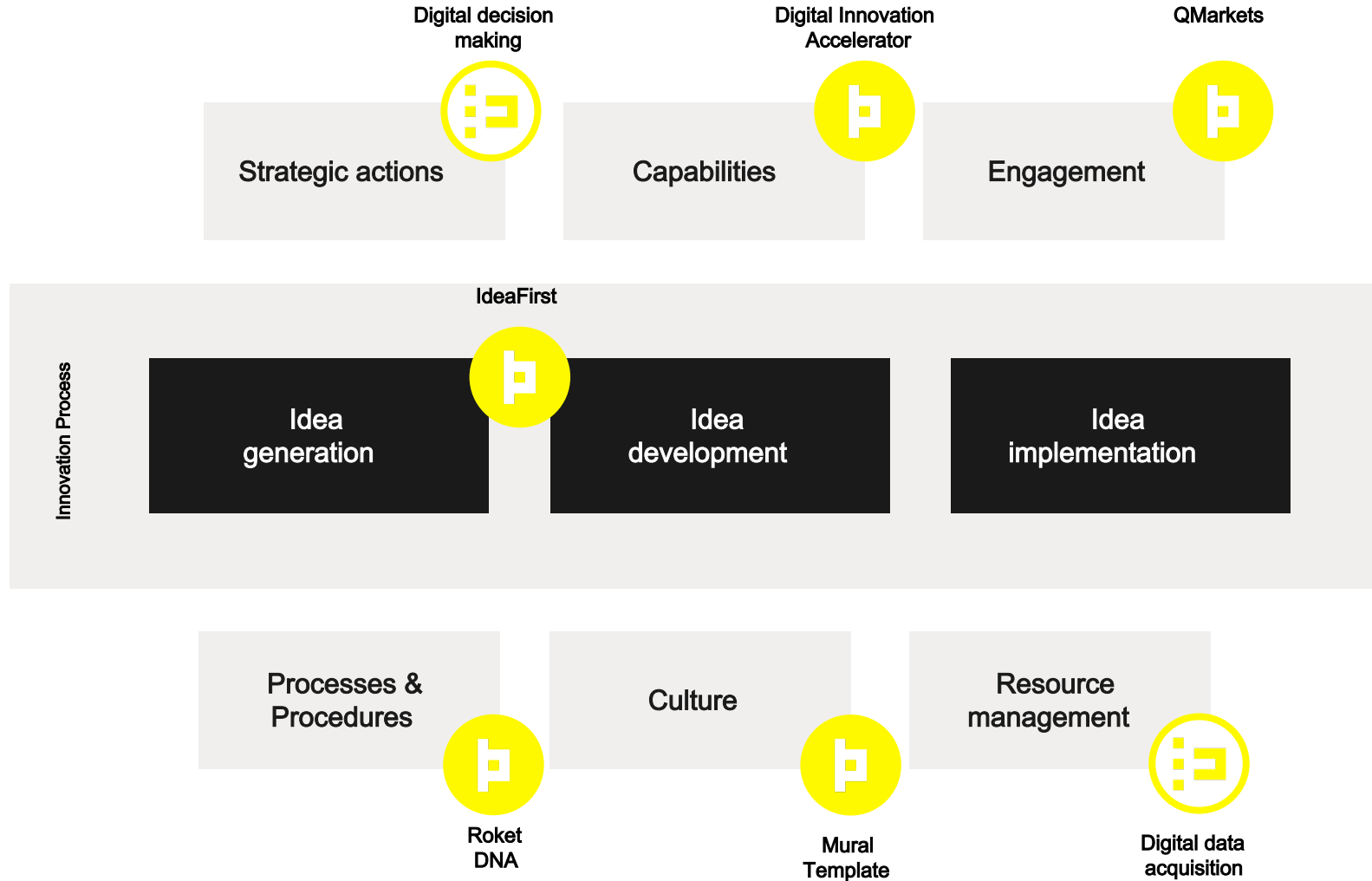




How to digitalise innovation management?

Recommendations on some specific digital tools

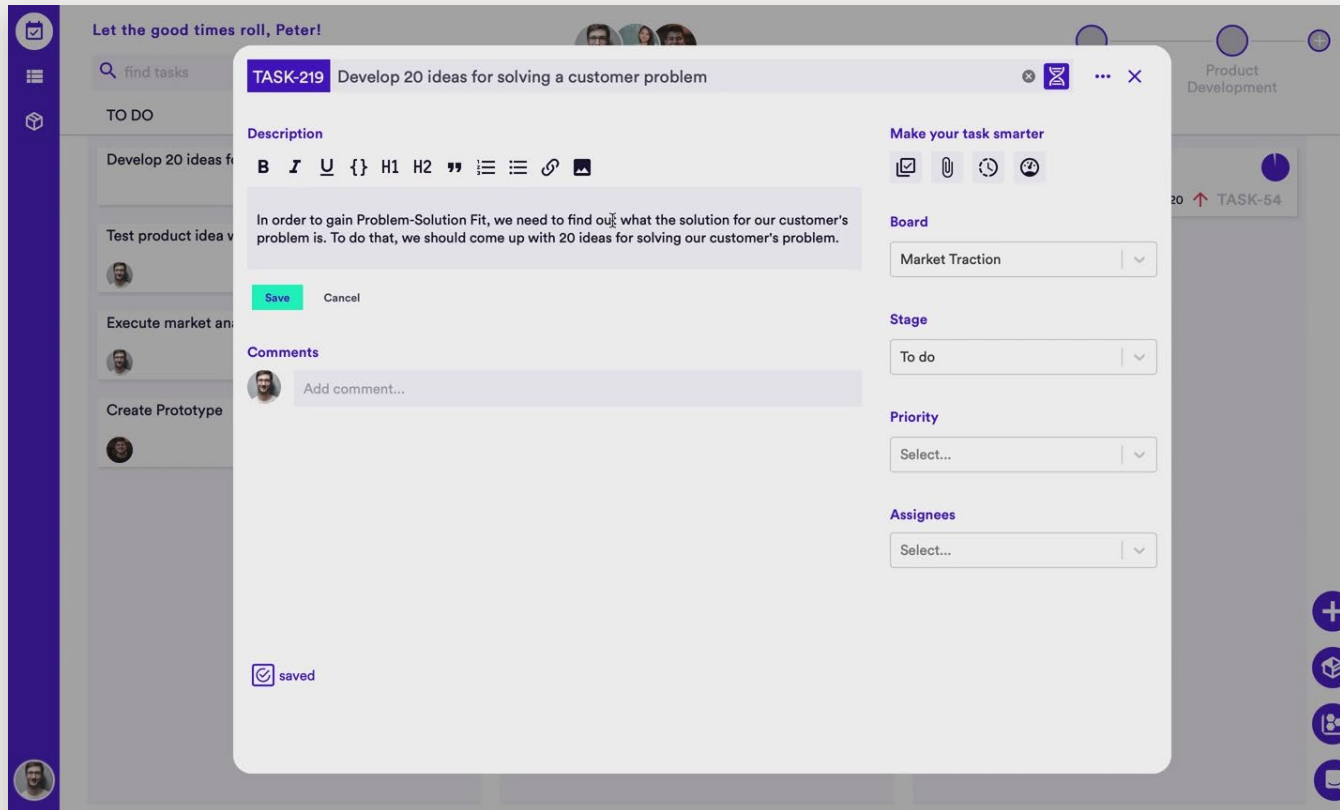
What is innovation management?



Digitalising Innovation Management: Quick -and-easy plugins to spark innovation in times of crisis

Plugin 1:

Rocket DNA



About

Create tasks, set goals and measure progress an tap into the experience of other founders.

Benefits

- Software based on scientific knowledge and best practices
- Comprehensive task library helps you set up your innovation process

Find out more

<https://rocketdna.com>

Plugin 2:

Digital Innovation Accelerator



Customer Types

Your turn!

- > Identify potential customer types
INDIVIDUALLY - 5'
- > Share out what you have as a group
GROUP - 5'
- > Select at least 2 types
GROUP - 5'

Customer types

Imagine that...

If you work remotely together, use the following link to collaborate on your personal workspace:
[Workspace Link](#)

COMPLETE & CONTINUE →

About

Creation of a roadmap for project guidance towards innovative solutions.

Benefits

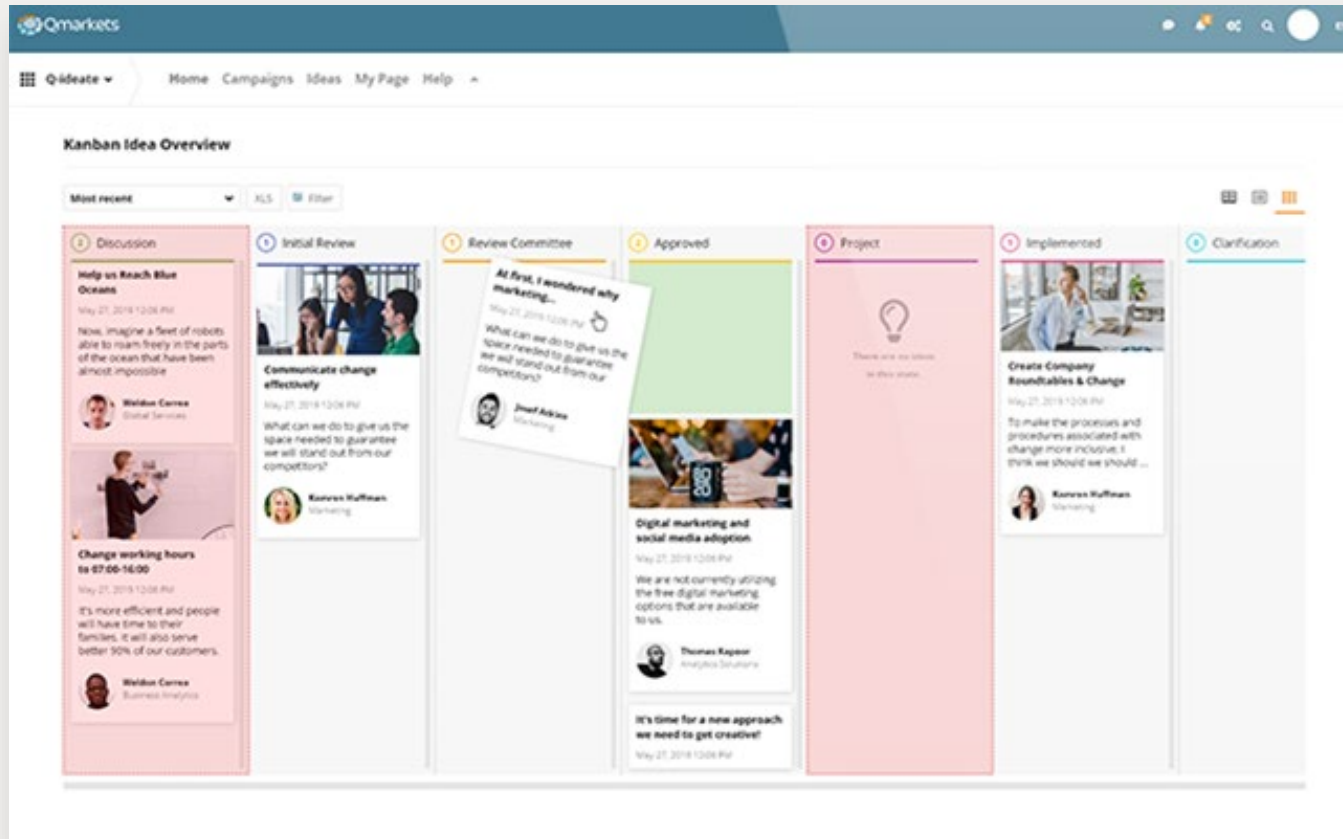
- No internal organisation required: guidance of team through software;
- Personal coaching support along the innovation process;
- 100% remote collaboration, flexibility, location free.

Find out more

<https://imaginehatyou.thinkific.com>

Plugin 3:

QMarkets



About

Assistance for organisations to form ideas into results against various business challenges

Benefits

- Engaging gamification tools: use gamification to encourage participation and improvement of results
- Flexible and easy operable tool that can be modified to specific corporate needs

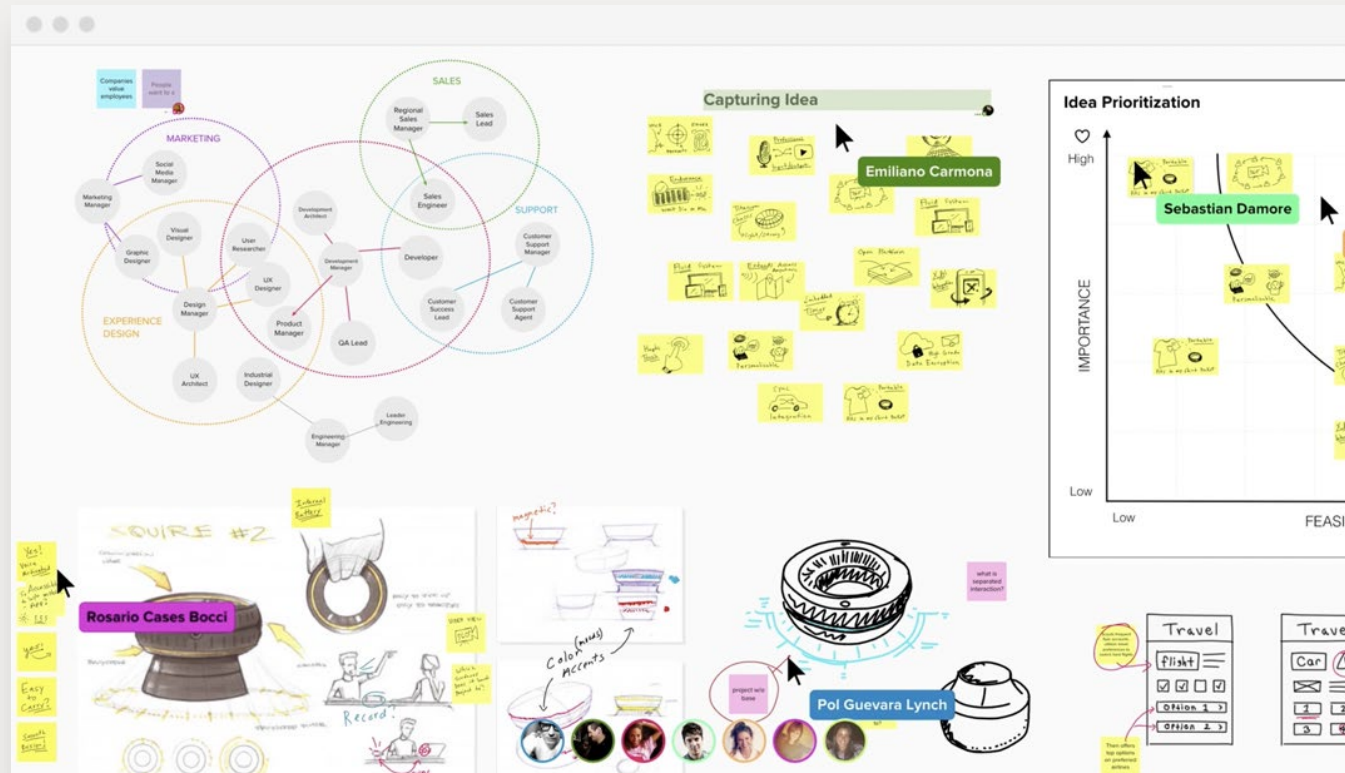
Find out more

<https://www.qmarkets.net>



Plugin 4:

Team alignment – Mural



About

Digital whiteboard for visual collaboration, inspiration and innovation – anywhere, anytime and on any device

Benefits

- Hold virtual team alignment workshops in order to emphasise the importance of creating strategic alignment within a team by focusing on main challenges
- Teams can use MURAL to shape their ideas and unleash their imaginations even if physically apart

Find out more

<https://www.mural.co/>

Plugin 5:

IdeaFirst



About

Early idea assessment developed using a widely known tool (excel)

Benefits

- Innovation assessment tool template based on a comprehensive rating system
- Easy potential identification of ideas for company improvement
- easy to use collaborative

Market potential		Alliance with company strategy and goal		Fulfillment of customer needs		Feasibility: technical, legal, cultural	
Is the potential market attractive for us?	y n	Does the idea align with our corporate goal?	y n	Does it fulfill my customers' needs?	y n	Do we have machines/R&D equipment to develop the id	y n
Is there a visible market development/trend?		Does the idea fit into our product portfolio?		Would my customers like to buy it?		Are there no cultural and legal barriers?	
Is it a emerging market (early-adopter)?		Does the idea contribute to our core capabilities/market?		Did my customer already requested?		Is the product scaleable across cultures?	
Rating		Rating		Rating		Rating	
Overall Rating of Block 1							
Resource availability		Political and regulatory environment		Costs: Investment costs, cost savings		ROI	
Do the relevant departments have available resources?	y n	Do we get subsidies?	y n	Does it contribute to a solid cost structure?	y n	Does the ROI aligned with our year's goals?	y n
Do we have the needed know-how?		Do we receive securities for the product? (e.g. property rig		Can we finance the idea? (self/bank loan)		Is the ROI sufficient?	
		Can we fulfill all political/environmental restrictions?		Is there a fit to our investment goals?			
Rating		Rating		Rating		Rating	
Overall Rating of Block 2							
Revenue		Time		Risk/ Uncertainty		Product Quality	
Do we have a break-even in n years?	y n	Are we able to commercialise in n?	y n	Is the expected risk low?	y n	Do my customer receive a high-quality product?	y n
Does the idea contribute to our revenue?		Do we fulfill our internal deadlines? (milestones)		Can we overcome uncertainty to a reasonable degree?		Is it easy for us to deliver a product of good quality?	
How much are you willing to pay for this innovative product/service?						Are you willing to pay more for this product, if it's of high	
Rating		Rating		Rating		Rating	
Overall Rating of Block 3							
Gut Feeling							
Did the idea pass?							

Idea status (new ideas/ resubmitted ideas/ business case/ technical or digital idea/ external idea)

Decision of: GO, HOLD, KILL

Summary of tools



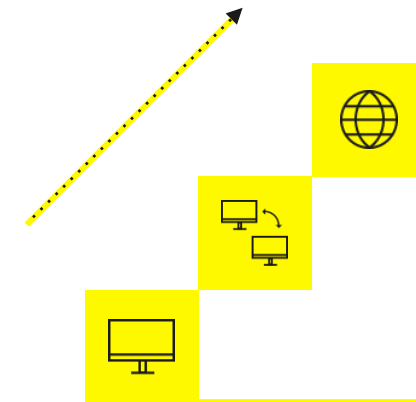
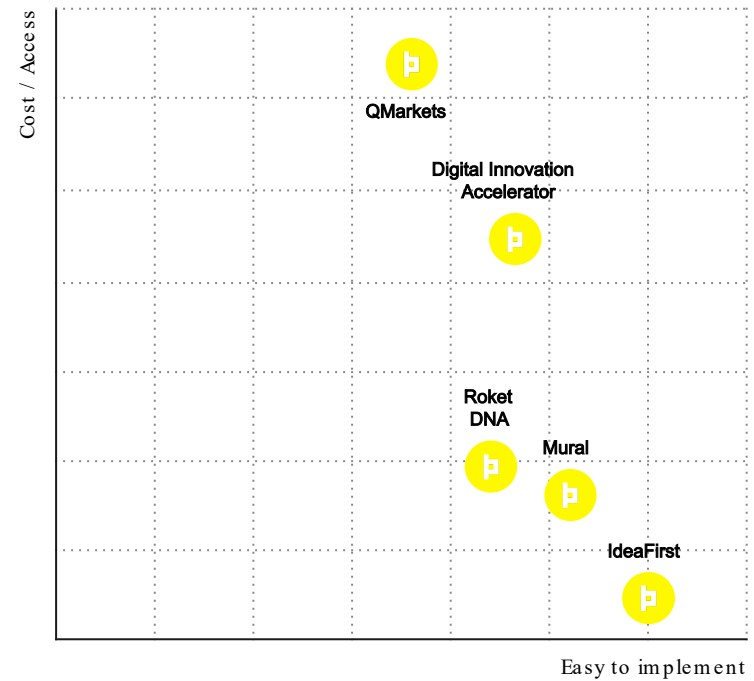
Where we want to go

1. A **Matrix** comparing the tools
(e.g. Cost vs Implementation)

2. A **Process** on how to start
(i.e. implement small scale projects to create momentum)

Plugins features

- Allow collaborative work;
- Are easy to access;
- Easy to implement;
- Specific to innovation;
- Facilitates work processes;
- Solution focus;
- Improvement focus.





Get involved

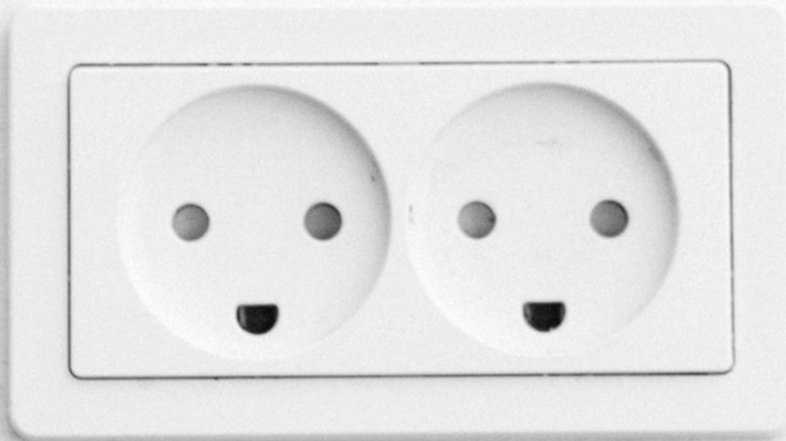
Let's plug together !

Share with us your challenges , experiences , desires for us to align the plugins to your needs .
Try the tools before anyone else!

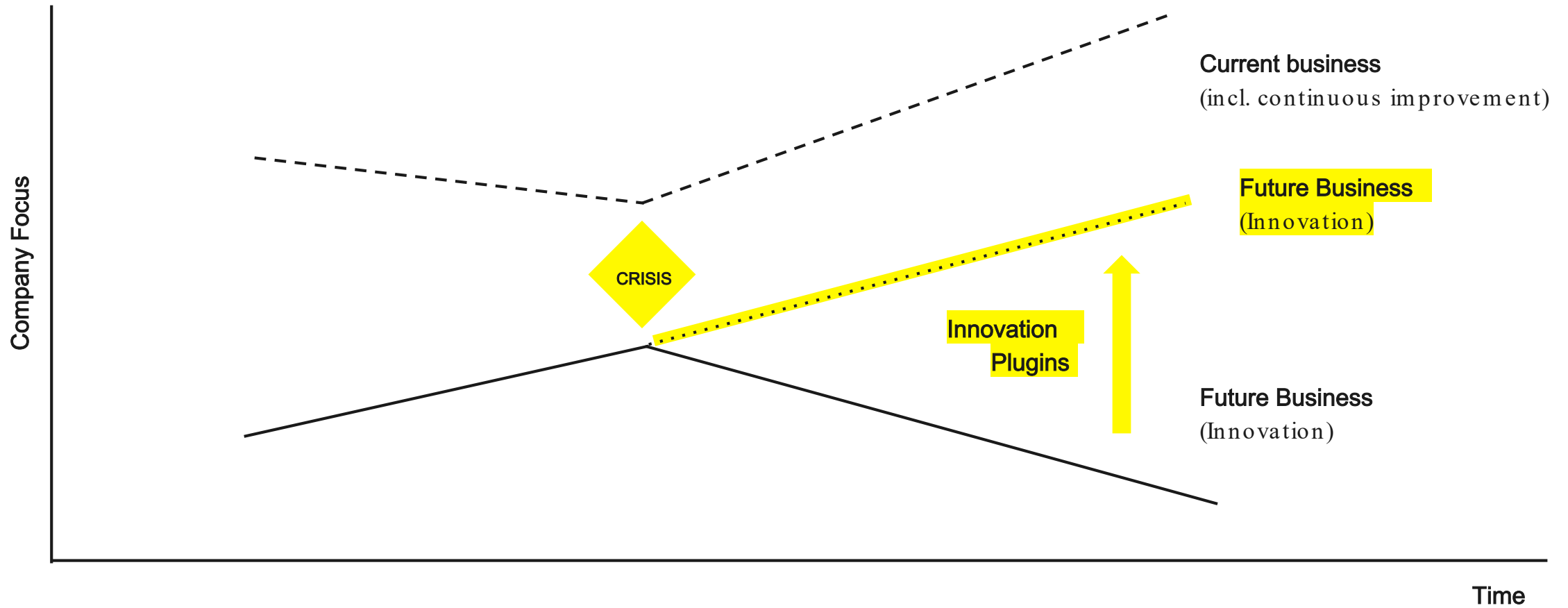
Register on our website →

www.innovation-plugins.com

Or contact us directly per **email** under
landinez@fh-muenster.de



Small interventions. Big impact.



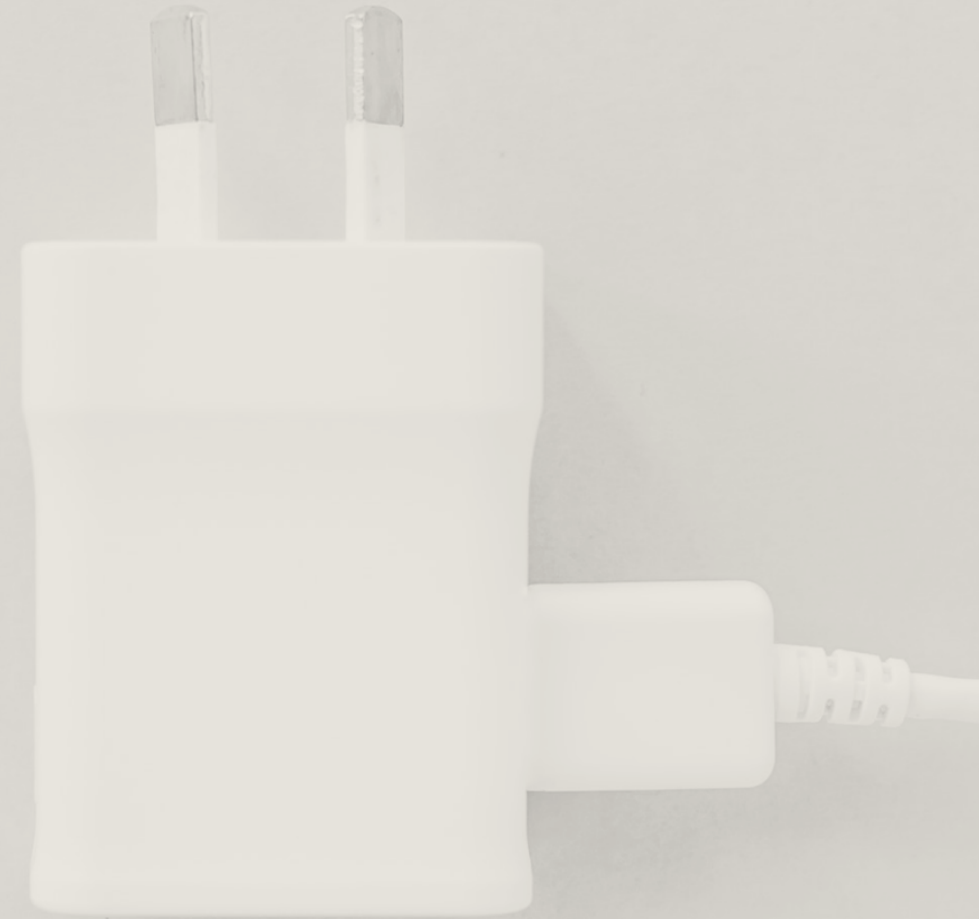


„True opportunity for change or experimentation only happens when the ship is sinking“

Kimberly Eynon, 2020
Innovation consultant



Discussion



Thank you!

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Register on our website →

www.innovation-plugins.com