



# Innovation process mapping

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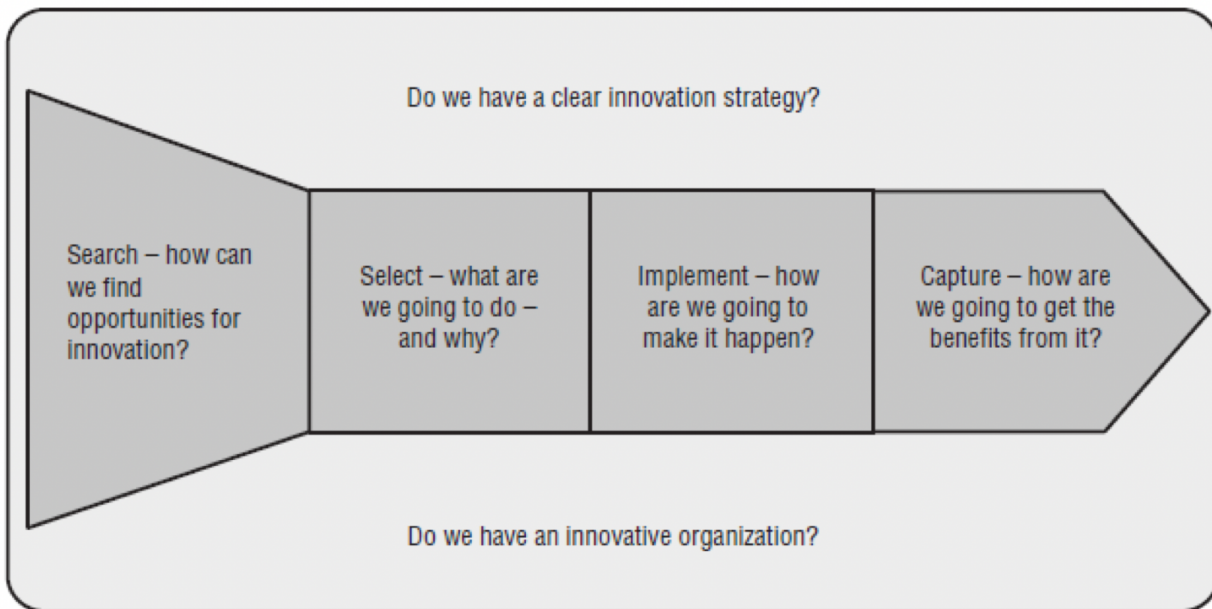
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Managing Innovation

## Innovation process mapping (1)

**Purpose:** this tool will help explore the readiness of an organization to make innovation happen.

**Background:** It is based on a simple process model and asks two sets of questions:

- (a) Do we have all the stages in place to enable the innovation journey?
- (b) Do they work as well as they could?



### Tool description

Step 1 – map the way in which innovation takes place against the model

Stage	Present/absent?	If present describe them – how does the process work at this stage, who is
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		<b>responsible, what are the inputs and outputs, etc?</b>
Search?		
Select?		
Implement?		
Capture value?		
Learn and build capability?		

(a) Do they work well?

<b>Stage</b>	<b>Present/absent?</b>	<b>How well to they work? Can you give examples to demonstrate? Where and how might you extend this capability?</b>
Search?		
Select?		
Implement?		
Capture value?		
Learn and build capability?		

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Some examples to help focus attention on this theme might include looking for evidence that:

*We have processes in place to help us manage new product/service development effectively from idea to launch*

*Our innovation projects are usually completed on time and within budget*

*We have effective mechanisms for managing process change from idea through to successful implementation*

*We systematically search for new product or service ideas*

*We systematically compare our products/services and processes with other firms*

*We have mechanisms in place to ensure early involvement of all departments in developing new products/services/processes*

*We have a clear system for choosing innovation projects*

*There is sufficient flexibility in our system for product development to allow small 'fast track' projects to happen*