



How to Always Be Innovative

Systematic innovation process. Innovation Management

Traditionally, innovation is considered to be the result of a happy idea, which can only be generated by companies with large R+D budgets, that to innovate you have to be creative...

Without denying part of the reason for these arguments, the reality is that **most of the innovations** we know are the **result of a systematic work of searching for ideas-opportunities** and their transformation into realities, paraphrasing *Peter Drucker*:

There are innovations that arise from a moment of genius, but most of these, especially the most successful ones, are the result of the conscious and deliberate search for opportunities.

Therefore, in an environment such as the current one, in which innovation is a key factor for survival, **the challenge for every company is to innovate systematically**, making this just another activity, in short, managing innovation through a specific process, the so-called **innovation process**.

Systematic innovation will be the result of a correct management of this process and a appropriate use of methodologies and techniques.

PROPOSAL FOR INNOVATION



Implementation of the innovation process Innovation Management

The innovative capacity of the company will depend on the way in which we organize and manage the innovation process, which is made up of four main stages:

1.To generate ideas, we must become an observant organization, capable of looking around, detecting the changes that are taking place and discovering how to take advantage of them.

2.Selecting, we must have systems to evaluate the viability of the ideas we generate, in order to select and execute those with the greatest chances of success.

3.To develop, we must have people capable of executing innovation projects effectively, using appropriate management methodologies.

4.Measure, if we do not measure ourselves we will not know if we are doing it right, therefore, we must measure both the success and failure of the innovations generated, as well as the mechanisms used to generate them.

The innovation process (innovation value chain)

