

*commercialising
your ideas*



Use the **Innovation Toolkit** to determine the Innovation capacity of your organisation

Benefits

The Innovation Toolkit:

- Demonstrates your current capacity for Innovation
- Highlights areas for improvement
- Can be administered in a number of ways
- Requires minimum time investment from staff
- Provides a comprehensive report
- Allows for variable cost options
- Complements existing tools
- Works at all levels within an organisation



How are you doing?

As a result of managing Innovation effectively you will:

- Generate better ideas
- Retain ideas and know-how within your organisation
- Remove or reduce the barriers that exist within your organisation
- Create an improved working environment

Because the Toolkit measures 'soft skills' specifically relating to culture it can also be used to examine the effectiveness of change programmes as well as mergers and acquisitions.

I'm interested, what do I do now?

Contact **PRD Partnership** using your preferred contact method. We will advise you as to the best method of conducting the surveys and the exact cost of doing so. Please also read the remainder of this information sheet.

The need for a measurement tool

In the current economic climate there is significant pressure to produce greater output for the same cost or for the same output at reduced cost. Either way we must find alternative ways of providing products and services to our customers.

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In order to manage Innovation successfully you need to be able to define it within your own environment and then measure it. We use an Innovation model which is flexible enough to do this and which leads logically to the Innovation Toolkit.

What does the Toolkit consist of?

The toolkit consists of three phases; Analysis, Action and Review. During the Analysis phase your organisation is analysed using a set of surveys that can be administered either by you or ourselves in a number of different ways. The results are then compiled into a comprehensive report.

The Innovation report

The report is created using the results from 4 different types of survey. The first shows the overall Innovation capacity. Examples of the graphical output are shown below.



Fig 1 - A successful low cost airline



Fig 2 - A major international airline

The two plots above compare two airlines and give clues as to the major differences between them. The plots represent a target, the closer to the centre they are, the more 'ideal' the innovation climate.

The creativity and knowledge climates are analysed in detail and the trends shown using more traditional graphs. Finally, the advice, trust and communications networks are analysed in the context of the current state of the organisation and any changes that are currently being made.

How are the surveys carried out?

Depending on the number of staff involved, the time investment required from each person can be as little as 15 minutes or less. The surveys can be completed using pen and paper, a Microsoft Word template, individual interviews, group workshops or online. The method used depends entirely on your need or circumstances. We can advise you of the best method for your organisation.