

# Innovation Standards

## Killing innovation or skill in innovation?

ICT & Digital Services through innovation

30 March 2022

Charlie Tuxworth

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Here is Edward Bear, coming down the stairs now, bump, bump, bump, on the back of his head, behind Christopher Robin.

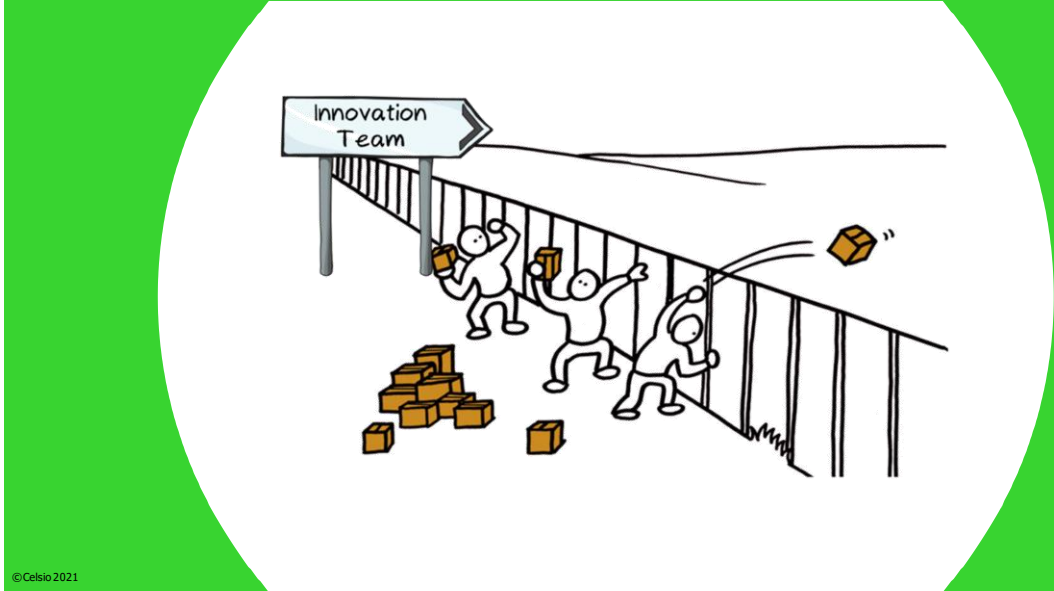
It is, as far as he knows, the only way of coming downstairs, but sometimes he feels that there really is another way, if only he could stop bumping for a moment and think of it.

Winnie the Pooh - A. A. Milne

Make our solutions more innovative

Create new products & services

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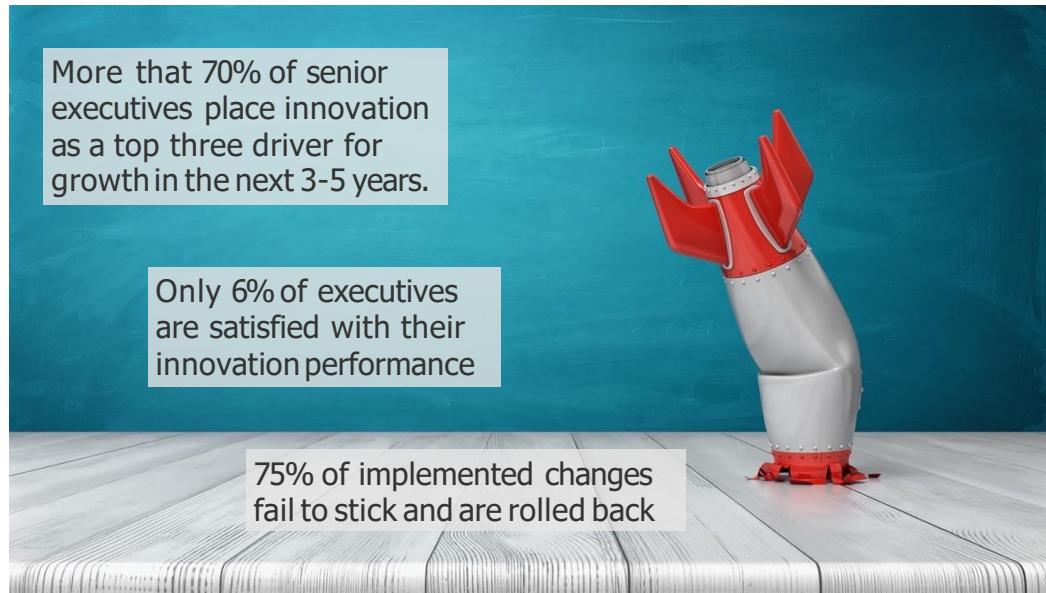


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[www.innovateisland.net](http://www.innovateisland.net)

<https://www.linkedin.com/company/innovateisland>



## What gets in the way?



Short term focus



Organisational politics



Poor strategic alignment



Inadequate resources



Lack of skills



Inflexible culture



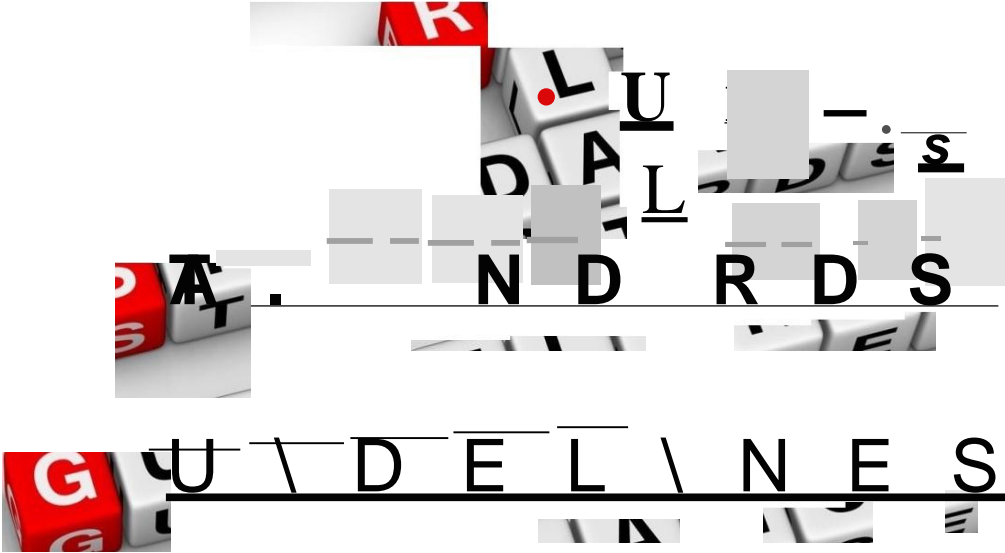
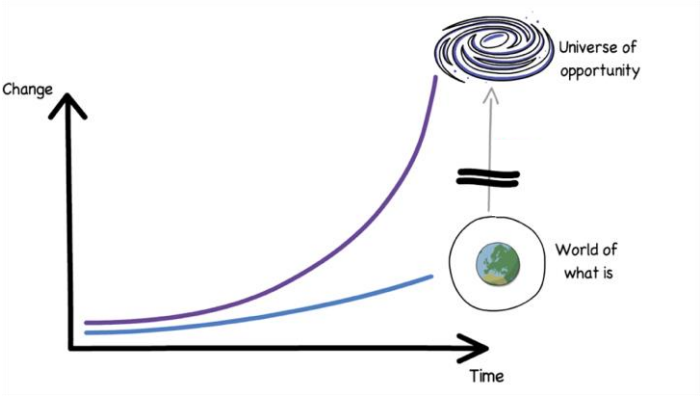
Fear of failure

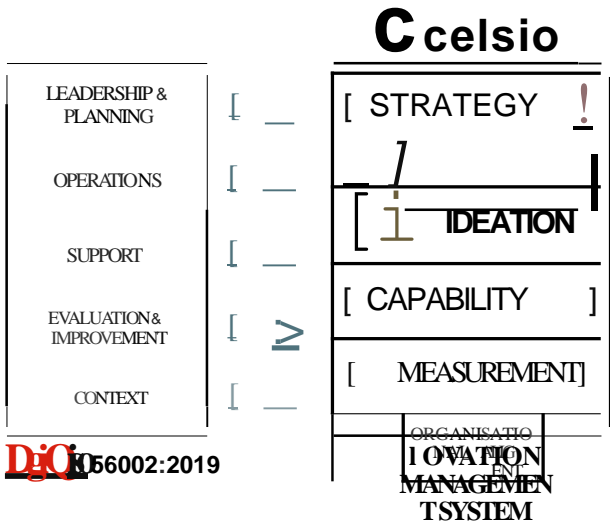


Inability to think differently

The challenge

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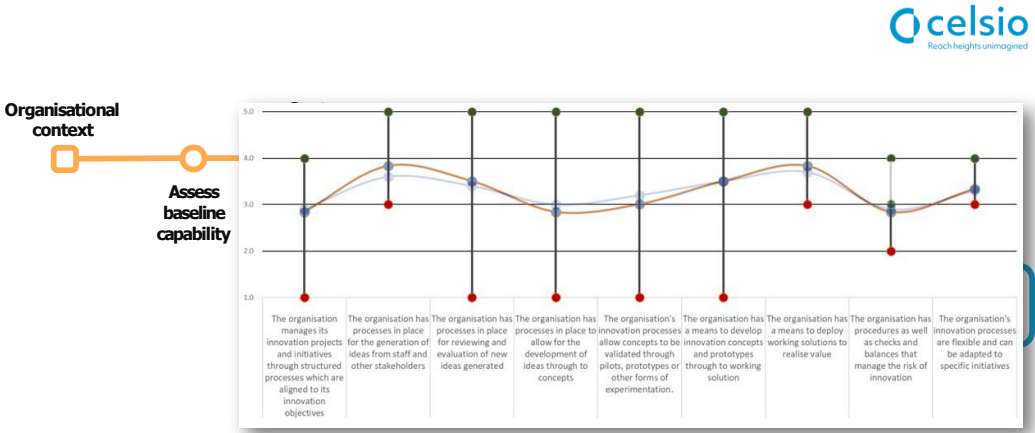
# ISO 56000 Innovation Management

Standard Suite

<b>ISO 56000 :2020</b>	Fundamentals and vocabulary
<b>ISO 56001</b>	Innovation management system – requirements
<b>ISO 56002 :2019</b>	Innovation management system - guidance
<b>ISO 56003 :2019</b>	Tools & methods for partnerships
<b>ISO 56004 :2019</b>	Innovation management assessment
<b>ISO 56005 :2020</b>	Intellectual property management
<b>ISO 56006 :2021</b>	Strategic intelligence management
<b>ISO 56007</b>	Idea management
<b>ISO 56008</b>	Innovation measurement
<b>ISO 56010</b>	Examples of applied innovation

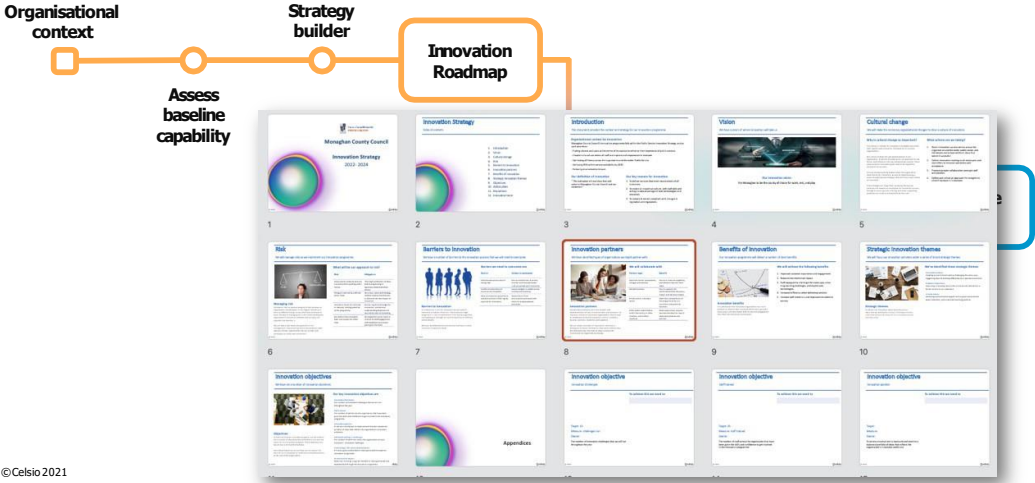


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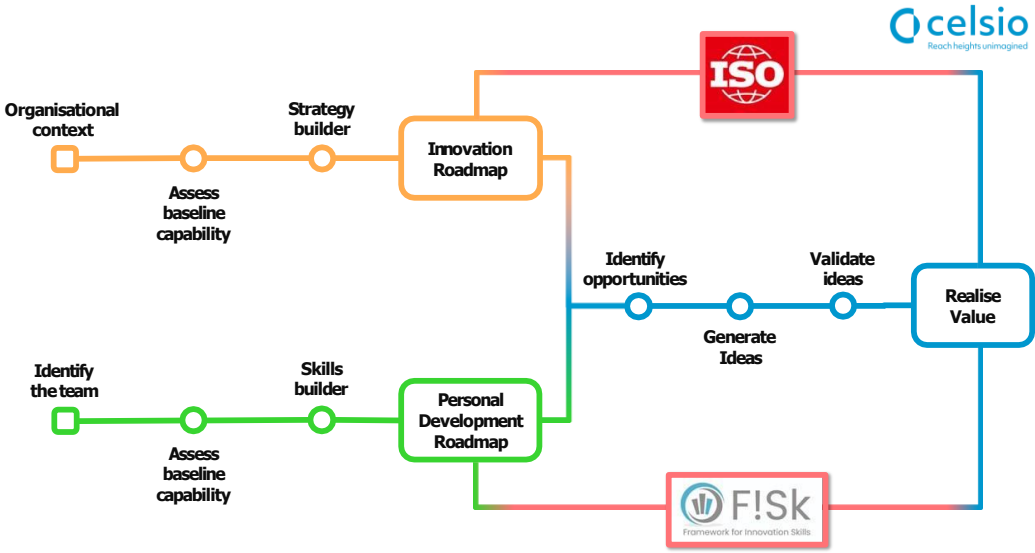


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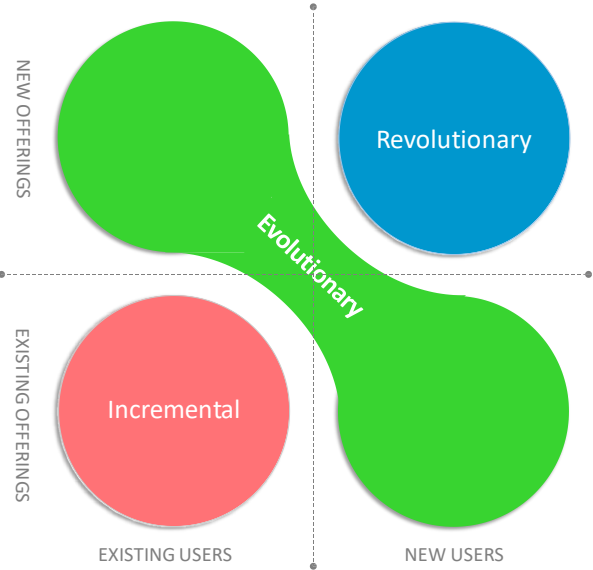
# Innovation Leadership

Setting ambition & avoiding solutions

ICT & Digital Services through innovation  
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IDEO

Set a clear  
innovation  
vision



Future Focussed  
Challenging  
Unique  
Memorable  
Communicable  
Strategically Aligned



Creating a vision is an emotional process.

It is a decision of the head and the heart.



“We must develop a permanent culture where staff are continuously empowered and equipped to innovate.”

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“We must develop a permanent culture where staff are continuously empowered and equipped to innovate.”

Brainstorm as many  
QUESTIONS as you can.  
[15 mins]

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“We must develop a permanent culture where staff are continuously empowered and equipped to innovate.”

Rank the questions.  
[10 mins]

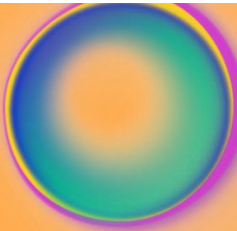
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“We must develop a permanent culture where staff are continuously empowered and equipped to innovate.”

Identify three individuals you will ask each of the top 3 questions  
[10 mins]

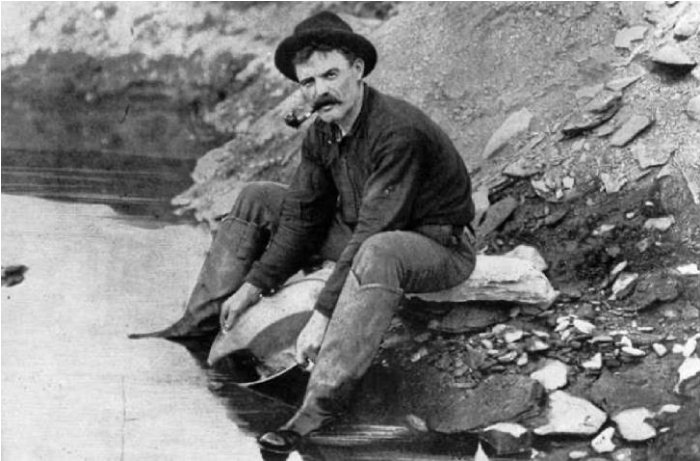
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# Reflections



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# Panning for gold



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## Metaphor Technique

Physical Synectics



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## Metaphor Technique

Superheroes



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