

Innovation Audit

See the gaps in your innovation and develop plans for new products, services, processes and cost savings.

Below is a summary of the Audit we recommend and can conduct. The full Audit varies dependent upon the organisation.

Key Issues

There are hard and soft factors that will determine how innovative an organisation is. Those key factors:

- CEO and Board Commitment
- A Learning Organisation ie being open, adaptive and forward thinking
- A culture that encourages innovation
- It has an Innovation Management Process
- It has Integrated Marketing

The term audit is recognised in finance, business and marketing. Marketing audit is the review that takes place in the [Marketing Plan](#). The Innovation Audit has no commonly accepted universal template or ISO standard. o i solutions limited Innovation Audit has been developed based upon experience from global innovation techniques and services including [Jenni](#) and chartered marketing services using recognised CIM approaches to strategic challenge such as new product development. Peter Eales is a CIM Fellow, SE Board Member and plc Marketing Director by background.

The Audit Questions to be Addressed

We adopt the McKinsey 7S framework

Strategy

- Does the organisation produce a Strategic Plan? How often?
- Does the organisation produce a Strategic Marketing Plan? How often?
- What does the product portfolio look like? Product life-cycle? Customer Satisfaction measures? Innovation Diffusion Curve pattern? ie all issues from the planning and marketing audit
- Is innovation a named topic within the plan(s) or is it covered?
- Is innovation in cost saving named or covered
- Is innovation in processes named or covered?
- Is new product development named or covered?
- How does the organisation manage change?

Structure

- Roles and responsibilities:
 - Is there an R&D function
 - Is there an innovation manager or team?
 - If no to the above, who handles questions / issues on the above?
 - What is the organisational structure
 - Why is it organised in this way: who decided? When? How often is it changed? Is it global / regional?
- How easy is it to set up project teams?
- Are secondments allowed easily?

Systems

- Is there a suggestion / innovation scheme?
- Is there an innovation process in the group – if so are they co-coordinated?
- Is there a New Product Development process?
- Is there an employee reward process? – see [Nature's Presents](#) and [Sales Article](#)
- Is the organisation's I.T. system flexible, capable of recording / measuring and monitoring key ideas and developments?
- Are there Project Management tools or software systems and procedures in place that can be used or interfaced with innovation opportunities?
- Is there a process for dealing with continuous incremental innovation issues / opportunities?
- Is there an induction process for new employees regarding innovation?

Skills

- Is there an Innovation expert of similar? List...
- Describe and list the key innovation skills with reference to the organisation structure above
- What training has occurred in the last 3 years on innovation or similar? What is planned?
- How do functions and people who deliver innovation work together? Or not?
- How knowledgeable and amenable to innovation processes is any of the I.T. team?
- Could the organisation be said to demonstrate the attributes of "A Learning Organisation" i.e. an open attitude to new ideas from stakeholders, constantly changing and adapting, modern in outlook with regular training delivered across the firm?
- Skill training can be broad so for example is there creativity training? On the other hand qualifications and formal training may be needed in analytical areas supporting research. HR and management need a thorough review across the organisation to assess this.

Staff

- What number of people is involved in innovation?
- Can you quantify hours / days devoted to innovation ideally in terms of:
 - New product development
 - Cost saving innovation
 - Process improvement
- Will I.T. be a help or hindrance?
- Mixed role teams may be required – Belbin issues

Styles

- Does the company use any form of psychometric assessment or other tools?
- Are these applied to ensure appropriate use of individuals for innovation roles e.g.
 - R&D analytical functions
 - Marketing research and analytical functions
 - Marketing product management
 - Marketing and sales creative roles
 - HR analytical roles
 - HR people management and training issuesNB these examples are inevitably general in description, contact us for more detail
- Is multi-skilling prevalent?
- Is leadership impressive?
- Is empowerment encouraged?

Shared Values

o i solutions limited

- Is there a published Vision statement? Any mention of innovation or similar?
- A mission statement? Any mention of innovation or similar?
- Is there a discernable culture? Any mention of innovation or similar?
- Is there a reward system and is it tied in to the appraisal system?
- Are employees market focused? Is there a positive attitude?
- If each director was asked to describe the culture in a paragraph independently would they say the same? Would the staff? Would the stakeholders? In all of these, any mention of innovation, creativity or new ideas?

Benchmark Your Organisation

Against Competitors

Against Best Practice organisations in key areas

Call us if you need any help on 01202 706 975 or email contact@oisolutions.co.uk

Next Steps Can Include

- Set up simple projects based on addressing the top five challenges from the audit
- Create an internal marketing plan
- Install an Innovation Management Plan
- Install an Innovation Champion

For more information contact Peter Eales

FCIM FIDM

01202 706 975

peter@oisolutions.co.uk

oi solutions ltd & **naturespresents**

Tel 01202 706 975 e: contact@oisolutions.co.uk

<http://www.oisolutions.co.uk>

sales & marketing consultancy

<http://www.naturespresents.co.uk>

innovation in sustainable presents

<http://www.oi-websolutions.co.uk>

marketing online, accessible websites