

Introducing ISO 56000

The new International Standard for Innovation

The brand-new ISO 56000 series of International Standards provides organisations with guidelines and processes for an innovation framework that will enable them to get the most out of their innovation projects.

The standards provide the best practice, procedures, and guidance needed to develop, implement, maintain & continually improve an organisation specific **Innovation Management System**



The background of the slide is a blurred photograph of a desk. It shows several sheets of paper with diagrams and text, a pen, and a small container. The overall tone is professional and business-oriented.

Contents

1. Corporate Innovation & ISO 56000
2. The ISO5600 series of Innovation Standards
3. The ISO56002 Innovation Management System explained
4. Benefits of ISO 56000



Corporate Innovation

Corporate innovation is becoming mainstream and is now seen as a strategic imperative for many companies. Organisations that embrace innovation experience higher revenue growth, better efficiencies and higher employee engagement and loyalty.

Yet despite these obvious benefits many companies struggle with innovation. Innovation is unlike other processes that exist in a business. You can't analyse it, take it apart and put it back together better than it was before. Innovation is about the future; it is about something that hasn't yet happened, and this intangibility is why many companies find innovation difficult.

Innovation is not just 'big inventions', it is the capability of an organization to detect and respond to changing conditions in its environment, to respond to new opportunities and to make the most of the resources it already has.

**Alice de Casanove,
Chair (ISO Technical Committee)**

Organisations often approach innovation in a very tactical ad-hoc manner and think of it as simply creativity and idea generation. These elements are enthusiastically embraced for a while, only to find that when the novelty wears off the commitment to innovation fades and dies.

Sustainable innovation requires a different approach - it needs a "Top Down" strategy. It requires the leadership team to determine the wider innovation goals and ensure these are achieved by putting in place the necessary resources and processes to deliver them.

Don't standards smother innovation?

The International Organization for Standardization (ISO) is an international body created for the specific reason of setting standards and defining best practices. Composed of representatives from 163 national standard bodies, and founded in 1947, its *raison d'être* is to develop world-class specifications for products, services and systems to facilitate international trade.

In establishing standards for Innovation, ISO recognised that one of the biggest challenges was attempting to standardise something as ethereal as the invention of new concepts and generation of ideas.

It was essential that any such standard did not impede the creativity inherent in innovation, and that it did not stifle the creation of new ideas. Instead they took the approach to simply lay down best practices for innovation and to define what 'good looks like' in a truly innovative business.

The new series of standards, which has been developed through consensus from 43 participating and 15 observing member countries, delivers guidance on the key elements that should make up an **Innovation Management System (IMS)** and outlines how an organisation should go about building and maintaining it.

Simply put, the new series of International Standards is a framework that helps organisations maximise their innovation management processes and get the best out of all their ideas.





ISO Innovation Standard Series - ISO 56000

Essential for business success, innovation is about keeping up with the competition through new products, services or ways of doing things.

The new ISO 56000 series of International Standards is aimed at providing organisations with guidelines and processes that enable them to get the most out of their innovation projects.

The ISO 56000 series consists of the following publications (at the time of writing, some are yet to be released)

ISO/DIS 56000	Innovation management – Fundamentals and vocabulary
ISO 56002:2019	Innovation management – Innovation management system - Guidance
ISO 56003:2019	Innovation management – Tools & methods for innovation partnership
ISO/TR 56004:2019	Innovation management assessment - Guidance
ISO/CD 56005	Innovation management – Intellectual property management
ISO/AWI 566006	Innovation management – Strategic intelligence management – Guidance
ISO/AWI 56007	Innovation management – Idea management

“The purpose is to provide guidance on how an organisation could build and what needs to be addressed to build an innovation management system without detailing the specific system itself.

The standards are intended to be applicable to all kinds of organisations (private, public and NGOs) of any size, with a special focus on SMEs, and for all kinds of innovation (products, methods, services, processes, organisational, and business models new or improved).”

International Standards Organisation

ISO56002:2019 Innovation Management System

An **Innovation Management System (IMS)** is a collection of formalised business processes which underpin the delivery of sustainable innovation within the business. The IMS is expressed in the form of an innovation strategy - goals, policies and processes, together with the cultural environment and the resources required to promote and maintain sustainable innovation.

ISO56002:2019 Innovation Management System guidance, launched in July 2019 outlines the 7 key principles that an Innovation Management System should adhere to.

Leadership

- Senior leadership demonstrate a commitment to innovation.
- Leadership team fosters a culture supportive of innovation.

Planning

- A Strategic Plan for innovation is in place.

Operations & Delivery

- Structured operational processes are in place that are aligned to the innovation objectives.
- Mechanisms are in place to manage risks.

Support & Resources

- The organisation provides resources to support innovation.
- Staff are trained and have access to platforms, infrastructure and budget to fund innovation activities.

Performance Evaluation

- The organisation has defined Key Performance Indicators (KPIs) to measure Innovation.
- Innovation Performance is regularly assessed using the KPIs.

Improvement

- The organisation actively looks to improve its innovation effectiveness.

Organisational Context & Culture

- The organisational culture supports innovation and encourages openness and collaboration.
- The Innovation Strategy is fully aligned to the organisation's corporate vision and objectives.





Benefits of an Innovation Management System

The effective implementation of the IMS is dependent on the commitment by top-management and its ability to promote a culture supporting innovation activities.

Sustainable Innovation requires the leadership team to determine the wider innovation goals and ensure these are achieved by putting in place a framework with the necessary resources and structured process to deliver them.

Innovation Management Systems have many benefits, including:

- Setting a clear direction for innovation in the business,
- Defining innovation processes,
- Determining the resources required to support innovation activities,
- Establishing the KPIs and metrics upon which innovation is measured,
- Agreeing the processes for continuous innovation improvement, and
- Defining the organisational culture that is required to ensure innovation flourishes.

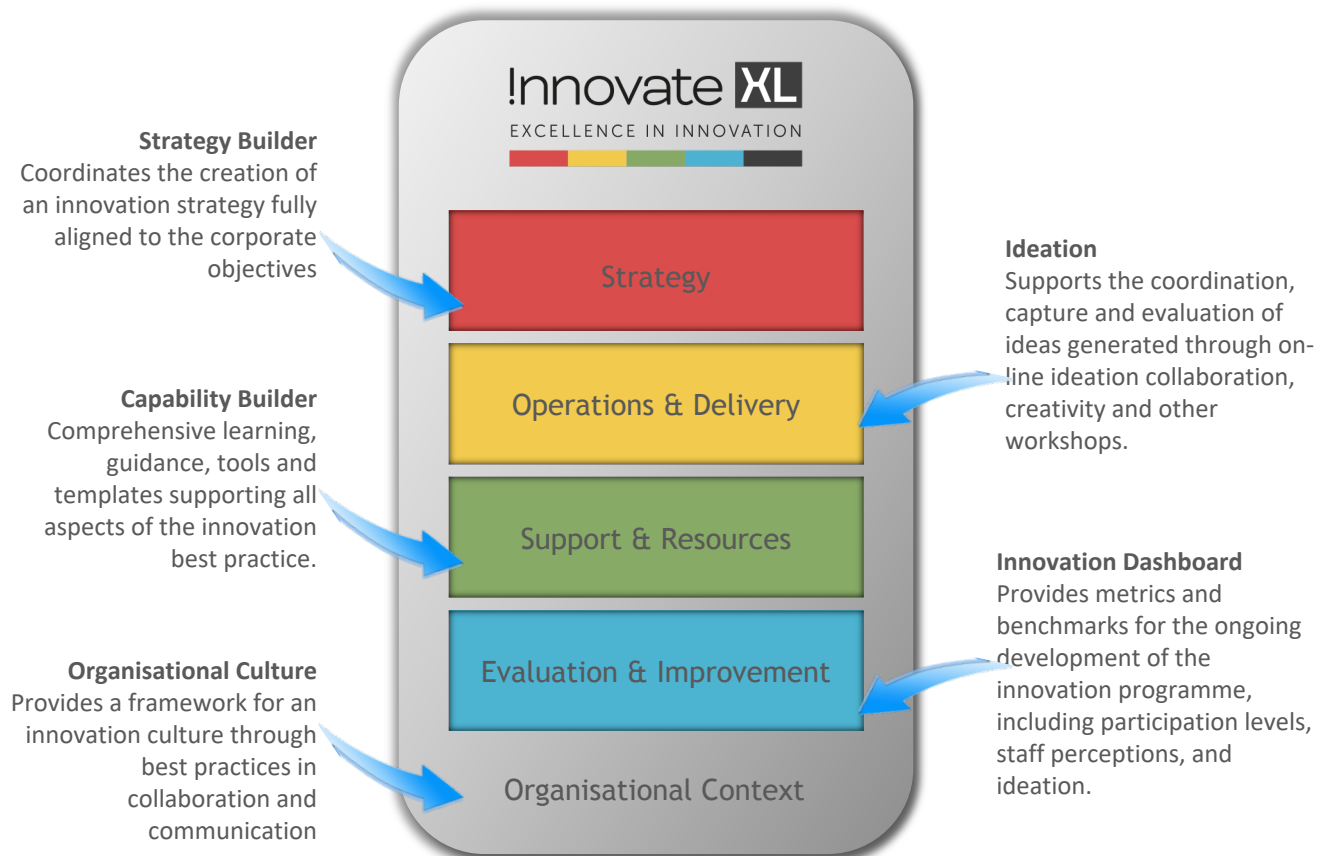
Within these overarching benefits there are other advantages such as helping to communicate the innovation “story” to stakeholders; better employee engagement; and improved organisational growth and efficiencies.

The InnovateXL Innovation Management System

InnovateXL is a comprehensive Innovation Management System (IMS) that enables organisations to implement a self-managed Innovation Programme.

The InnovateXL IMS is the only product that goes beyond ideation and provides all the tools and methodologies required to:

- produce a viable Strategy for Innovation;
- build skills and capability in the workforce;
- promote and support collaboration;
- embed creativity techniques and online idea generation; and
- prepare for and track the commercialisation of those ideas.



InnovateXL is a cloud based IMS providing comprehensive cover for the complete spectrum of activities required to deliver a structured and sustainable innovation programme.



info@innovatexl.co.uk

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