

Why is innovativeness essential in your company

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Membership Levels

Members

Individual Member 900

Supporting Corporate
Members 300

Key Corporate
Members 200

Members 500



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International Memberships

Membership

National Partner
EFQM

Member ASQ

National
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EOQ

Core Council Member
APQO



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Peter Drucker:

**”A business has two
– and only two –
basic functions:**

Marketing and Innovation.

**Marketing and innovation produce results:
all the rest are costs.”**



Innovativeness

What is an innovation:

- To create something new and to implement it in a way which generates you economic benefit
- Doesn't mean synonymous with technology, but means a combination of elements seen ever before
- Innovation is closer to process than an output, product or service itself



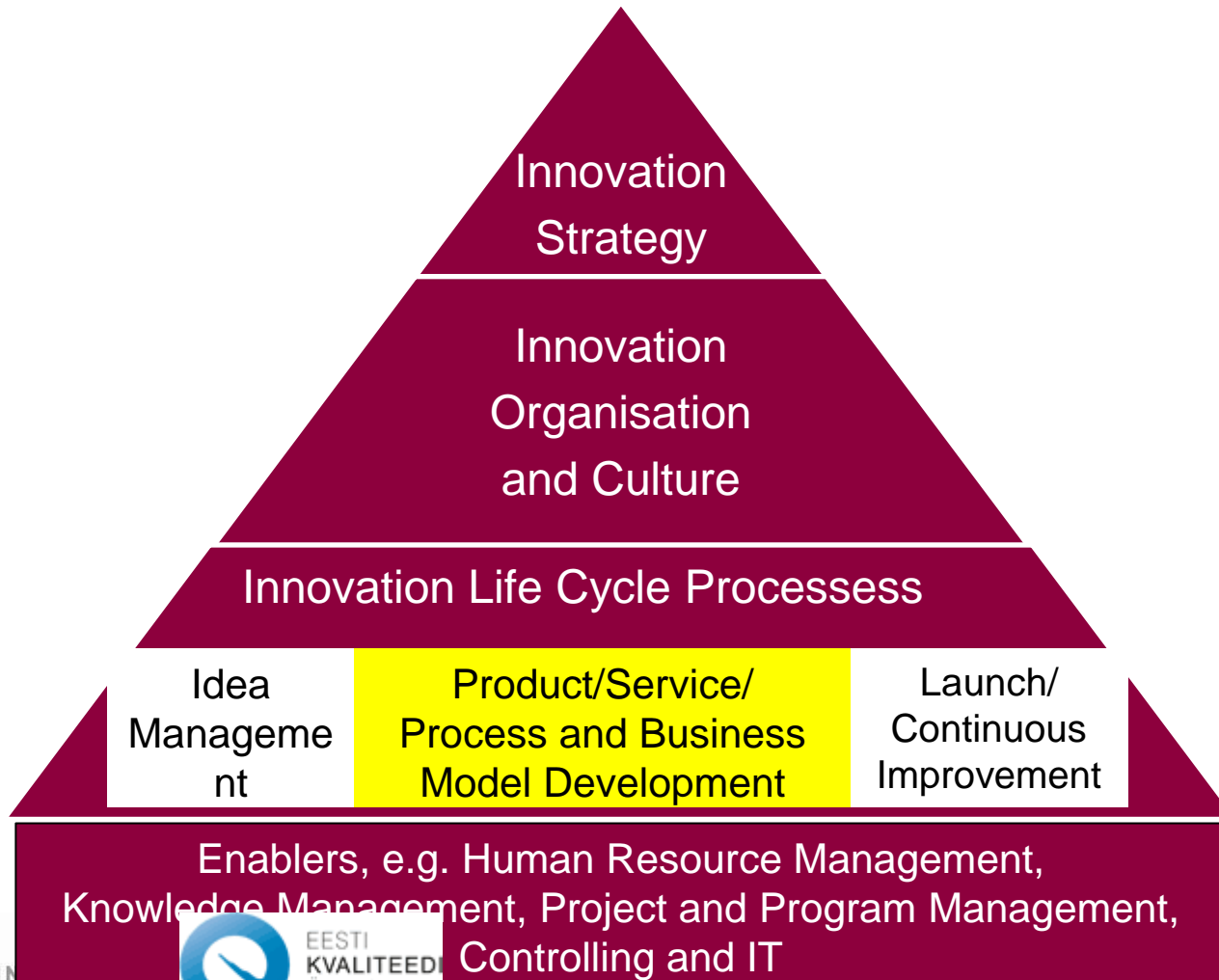
Innovativeness

Innovation Management means:

- Clearly defined strategies to manage innovation activities of an organisation
- An organisation, organisation culture and management encouraging innovativeness
- Involving resources; customers, suppliers, competences, intellectual property, etc...
- Lifecycle from an idea to market entry and to profitable stay on market
- Results; performance of processes, capability to generate innovations



A.T. Kearney, "House of Innovation"



Assessment of Innovation Management performance



IMProve³

Assessment

Improve your
Innovation Management

www.improve-innovation.eu



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Assessment process



Source: IMP³rove Core Team, 2010 ; www.improve-innovation.eu; IMP³rove is a registered trademark.



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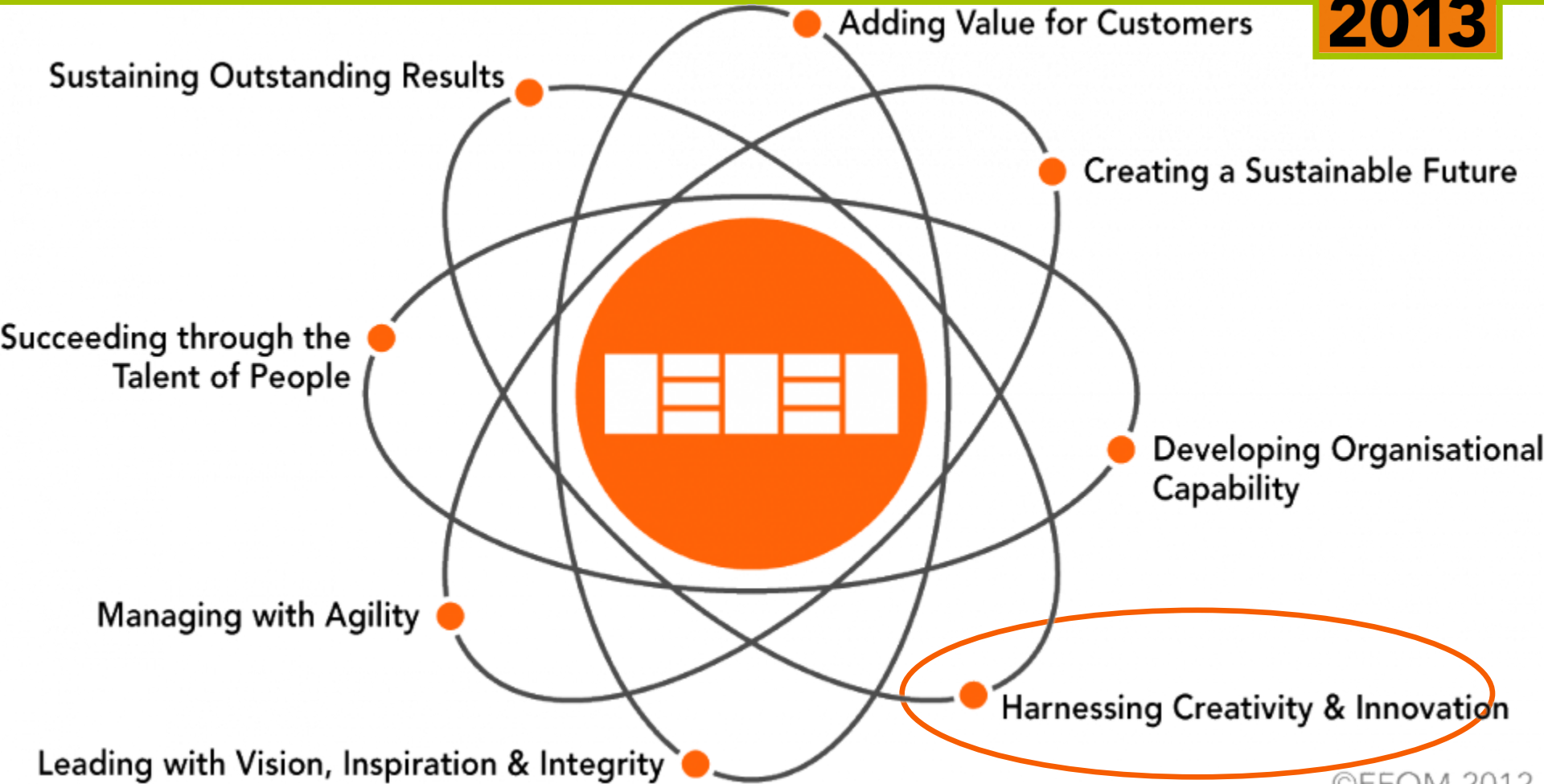
Value to a customer

- A neutral assessment of innovation capability of an organisation
- A covering reporting pointing out strengths and development areas
- Flagging renewal needs early
- A tool for Management in justifying decisions and development plans done as well as in discussing with stakeholders, like financiers
- A systematic assessment spares time and funds
- Benchmarking with best organisations on the same field and same size
- Consultant services



EFQM-model and innovation

EFQM
MODEL
2013

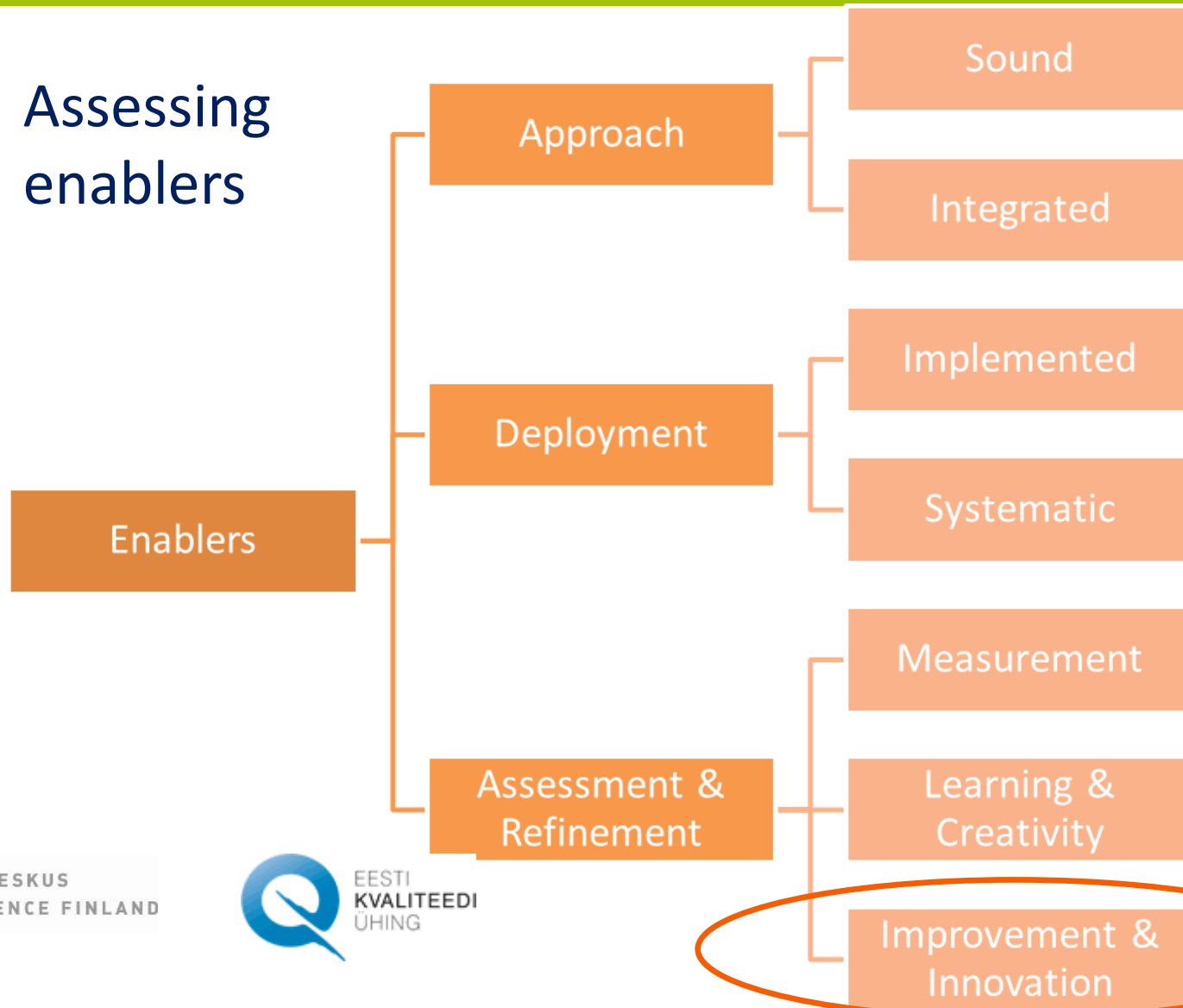


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EFQM-model and innovation

EFQM
MODEL
2013

Assessing enablers



Enabling Success Factors

Success Factors to Enable Transformational Innovation within Businesses

1. **Talent**, It is important to put the right and best people on such projects and programmes of work.
2. **A separate program**, The programme should be separated from core, day-to-day activities, but must align to overall strategy.
3. **Investments**, The company must be prepared to make sustained and significant investment in the project and the team
4. **Process and tools**, An end-to-end process for such engagements is critical, if the process is not rigorous then the risks becoming greatly exacerbated.
5. **Data, metrics and tracking**, Defining goals upfront is so obvious that the frequency with which this is overlooked is astonishing.



Täname!

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Koostöös partneriga



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