Methodology Overview
December 2012
From ideas to innovation

Ideas are just ideas until they are brought to life helping drive revenue or reduce costs. In a resource constrained environment, fostering, prioritizing and allocating resources to new ideas becomes a mission critical business process. It needs to be managed with the same care as finance or sales.

The Innovation Management Office (IMO)

An IMO delivers the required infrastructure, process, resources and execution capability to successfully drive profitable innovation. TRANSFORME USA provides an outsourced, full service IMO that will help your organization implement the technology, establish and manage the process, drive culture change and deliver just-in-time knowledge to participants.

Many BrightIdea customers, such as airlines and industrial conglomerates across multiple countries, have chosen to work with TRANSFORME to implement and run their IMO due to the proven and unique methodology and value add services.

The 4 Pillars of Profitable Innovation

Technology
- BrightIdea – Global leader in Innovation Management technology platforms

Process
- Working together to define strategic or process challenges and manage the idea portfolio

Culture
- Foster a creative, collaborative and results-driven environment for innovation.

Knowledge
- Increase relevance and quality of ideas by delivering just-in-time knowledge where needed

The Innovation Process

What to Expect

A typical Transforme IMO program will initiate with a six month pilot that will:
- Align business strategy with the innovation process, establishing areas of innovation and specific challenges at executive level.
- Implement an innovation governance model
- Implement and customize the BrightIdea platform
- Design and launch pilot ideation challenges
- Onboard and ongoing motivation of participants
- Deliver innovation and creativity training to all participants through our “Thinker’s Toolkit” series of workshops and training sessions
- Facilitate idea portfolio management workflow
  - Collection and refinement of ideas
  - Evaluation and selection of proposals
  - Project formulation and approval
  - Project implementation tracking

What to do

Schedule an informational meeting with TRANSFORME IMO@transforme.cl and check how other organizations are leveraging BrightIdea technology and TRANSFORME IMO services.

www.transforme-usa.com
For a successful outcome, TRANSFORME and your organization will work together as a team, covering multiple disciplines, to deliver successful innovation management services.

**The IMO Team**

**Strategic Alignment**

Ideas become profitable projects by focusing in specific business dimensions. Executive level alignment and guidance on business priorities is the starting point for a successful innovation program. TRANSFORME will facilitate executive workshops that will surface a consensus on the business priorities and provide “innovation focus” for the program, and develop specific ideation challenges that the program participants will work on.

If subject matter experts are required to help participants and evaluators formulate or evaluate ideas effectively, TRANSFORME will also provide them through a just-in-time knowledge program.

**Culture and Ideas**

To implement Profitable Innovation successfully, companies must deploy a cultural transformation program, together with the ideation challenges. TRANSFORME provides all methodology and facilitation for this change management effort, based on four pillars:

- Participant motivation and incentive scheme
- Community management and participant interaction activities
- Marketing and communications of the complete innovation program and specific challenges
- Just-in-time knowledge delivery to increase quality and relevance of ideas in ongoing challenges

The TRANSFORME methodology has been deployed in varied business sectors and different corporate structures, with intense staff participation and a strong idea-to-implemented project ratio. Sample projects include a product development challenge that generated 233 ideas, which boiled down to 9 proposals, 4 of which are being implemented, in a 1.7bn construction materials company in México; and an operational process improvement challenge which yielded over 1,000 ideas on first stage capture, over 50 “quick-win” immediate implementation ideas, and 15 projects which are currently being elaborated on a second-stage ideation process.

**Ideation Challenges and Results**

An ideation challenge provides creative responses to questions like “how do we …?” or “what if …?” delivered in a way that will guide and enable corporate-wide innovators in their quest to expand and improve the business. Using our methodology, companies run several ideation challenges every year, with different, specific questions under a strategic “innovation focus”, that systematically fills in the idea pipeline, year after year.

Our ideation challenges are deployed using a formal structure and process workflow that includes management KPI’s and benchmarking to obtain profitable ideas in a reasonable time span.

20,000+ ideation challenge participants since 2008

20+ clients in eleven countries

4,700+ Ideas, 150+ projects implemented

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PROFITABLE INNOVATION: Our proven, world-class methodology

In the course of an Innovation Management Program, TRANSFORME deploys a proven methodology to generate, capture, evaluate, select and track ideas under an “innovation portfolio” concept. This method includes an initial executive level exercise to define your innovation strategy, governance and operational model; and 3 work tracks or processes implemented on top of the BrightIdea platform: Idea Management, Knowledge Management and Cultural Transformation.

The IMO service offering

Schedule an informational meeting with TRANSFORME IMO@transforme.cl and check out how our comprehensive range of IMO professional services can help you design and implement a Profitable Innovation program. Learn how other organizations are leveraging BrightIdea technology and TRANSFORME IMO services, now!

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