

Innovation Management Analytics Program

including InnoSurvey®



The **Innovation Management Analytics Program (IMAP)** is designed and led by **Humber's Office of Research and Innovation (ORI)**. We have developed a comprehensive, evidence-based innovation strategy that will enhance your organization's products, services, and processes using InnoSurvey®.

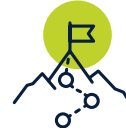
The InnoSurvey® tool will provide tangible insights on organizations' innovation capabilities, highlighting strengths and gaps. ORI will guide you in closing these gaps by developing an action plan that includes innovation training. Your organization will also receive clear innovation metrics and key performance indicators—strategic and tactical—to help achieve your organization's mission.



InnoSurvey®

InnoSurvey® is a tool to map your organization's aspiration for innovation against your ability to execute on it. InnoSurvey® is the only ISO-compliant 360-degree assessment tool on the market. InnoSurvey® is Innovation360 Group's proprietary innovation database. InnoSurvey® draws insights from the world's most comprehensive database of innovation projects, now including more than 5000 companies in 105 countries. Innovation360 Group helps organizations become innovation-ready through a data-driven methodology and a suite of tools for innovation management.

The InnoSurvey® is available in English, German, Italian, Polish, French, Spanish, Turkish, Portuguese, Dutch, Swedish, Norwegian, Arabic, Simplified and Complex Chinese, Russian, Thai, Brazilian Portuguese and Castilian Spanish.



Benefits of IMAP

IMAP will provide a baseline of innovation capabilities within organizations in comparison to local, national or global competition. This will allow the organization to understand where they are to perform a gap analysis and determine why they are where they are.



Why IMAP?

Organizations that aspire to ongoing relevancy need an accurate, reliable, and easily measurable 360-degree understanding of the current situation (today), what is happening in the mid-term future (18 months), and which potential longer-term future (e.g., 36 months) are most likely to occur.

InnoSurvey® as a tool

1. Provide organizations with a 16-lens radar graph indicating their strengths in: value proposition (**what**), platform, products, services, customer insights (**who**), customer experience, customer engagement, value capture, process (**how**), organization, learning capabilities, supply, channel (**where**), linkages, openness, and brand.
2. Provide a quantitative analysis of where the organization stands with 66 Innovation Capabilities*.
3. Give the organization a snapshot of its innovation persona profile, including critical gaps.
4. Identify leadership styles with linkages to areas of strength that can support expansion and build areas needing improvement.
5. Provide the organization with an InnovationIQ Score* benchmarked against peers and organizational leaders.

*ORI will dive deeper into this with your organization during the IMAP process.



TAKEAWAYS

- ✓ Assessing and creating a culture of innovation
- ✓ Scenario planning for risk mitigation and innovation
- ✓ Vetted ideas to take to market
- ✓ Prototyping
- ✓ Challenge mapping to lead to solutions
- ✓ Innovation management training
- ✓ Innovation coaching

IMAP Roadmap



1. Engage



2. InnoSurvey® Inno360 Survey



3. InnoReport Gap analysis report and interviews



4. Problem Definition Opportunity/Challenge Definition



5. Challenge Mapping Challenge/Opportunity Roadmap



6. The Plan Examine all collected insights and determine efficacy



7. Innovation Training A human-centered approach to strengthen capabilities within the organization



8. InnoSurvey® Reassessment Repeat Survey for reassessment (in 6 months to 1 year's time)



9. Outcomes Innovation Assessment Coaching for Outcomes



10. Next Steps

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