

Innovation has become a key business process...

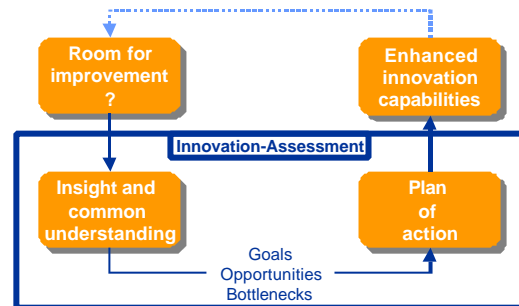
The ability to innovate has become a core competence of competitive companies. No longer can organisations maintain their leading edge by solely controlling costs. In order to stay competitive, it is imperative to be able to apply new technologies, use new production methods and introduce new products and services quickly and effectively. In short, innovation has become a key business process.

... introducing new and complex management issues

As innovation comes in different classes and sizes and comprises iterative processes and often unpredictable output, it confronts management with new and complex issues. It is often unclear what the innovation capabilities of an organisation are, how to improve these and how to capitalise on them. Yet taking up this challenge is exactly what is needed.

... that can be addressed with the Innovation Assessment

The Innovation Assessment by Inpaqt and Stratix offers a novel way for management to gain insight in their organisation’s innovation capabilities, identify short and long term opportunities and define actions accordingly. The actions are aimed at improving the balance between innovation capabilities and ambition, capitalising on the potential and gaining strategic advantage.

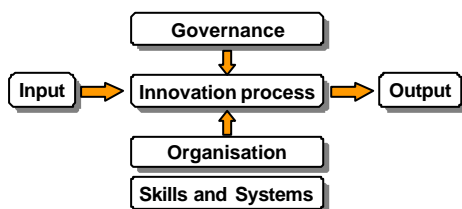


Innovation improvement cycle

The Innovation Assessment can be completed in a month from start to finish. It uses a combination of structured interviews and web-based surveys, analyses and interactive workshops. A common understanding of the strengths and weaknesses of the organisation’s innovation capabilities and the plan of action are the primary deliverables of the assessment.

...generating actions based on insight

First, contextual information is gathered in a systematic way. The data is analysed, using a multi-dimensional innovation model, and benchmarked. The analysis of the indicators of this model, based upon the inputs by the innovation teams, provides a clear insight into the current state of the innovation capabilities. Furthermore, bottlenecks and opportunities are



Multi-dimensional innovation model

identified, which provide a common understanding of innovation among those involved in and responsible for it. Then, taking into account the company’s overall strategic goals, options are identified that can strengthen the capability to innovate. These options are synthesised in a coherent plan of action, ready to be put into action the next day.

About Inpaqt and Stratix

Together, Inpaqt and Stratix have over 20 years of experience in strategy and innovation. Coming from different backgrounds, the combination Inpaqt-Stratix provides a unique mix of business, technology and management know-how. Both companies have an extensive track record of creating value with innovative strategies in practice.