

Innovation with IT: Doing it together !

Business managers are often surprised when IT organizations contribute to the business innovation of their organization. It's not surprising at all given the fact that only 25 to 35% of the IT budget is spent on improvements that immediately deliver value to the operation. Nonetheless, the knowledge of IT about the business and the ability to signal application of new technology in early stages is without a doubt a unique IT-capability from which the business can benefit. eXcellerate presents in co-operation with BeBright an unique approach which helps the CIO and the business manager to innovate the business together.

What is it?

An unique and different approach that helps CIO's and business managers create awareness and understanding about the role of IT in the innovation of the business. We help stimulate the creativity within the enterprise, and make clear which capabilities, people, processes and technology are required to innovate. The final result of the exercise is an innovation policy document and original innovation initiatives which represent the first concrete steps towards improvements in the organization.

Why is it important?

Innovation is required to ensure the continuity and growth of the organization. Technology is an important incentive for innovation. The policy and structure with regard to innovation and the role of IT in innovation are however insufficiently defined in many organizations. The communication between business and IT is wearisome. That's why it is also rare that IT and the business create and realize creative ideas about innovation.

It is time IT steps up and profiles herself more with her knowledge and skills. The CIO will have to step up and guide the organization in the use of IT in a complete new way. Based on her own means, IT can develop a capability with the people of the business (and outside the organization) to apply the knowledge of technology to support innovation. New ideas inspire the organization and deliver results. This way IT contributes directly to the business innovation and better business results.

For who is it intended?

The approach is intended for the CIO or business manager who wants to make the role of IT clear to the business and realize a successful co-operation between the IT-organization and the business for the development of innovative solutions.

What are the benefits?

- ▶ Having an innovation policy and approach, that helps you achieve concrete success in innovation
- ▶ Insight in the possibilities and impossibilities of IT when realizing innovation. Working from your strength (know what you can do, which role you can and want to play)
- ▶ Make clear to the environment which role IT wants to and can play in the area of innovation
- ▶ Insight in what and how IT must organize herself to realize innovation
- ▶ As an organization, to be able to manage innovation and the role of IT in the innovation

What is different?

The principle is that ideas for technology-related innovation come from the co-operation of business and IT. IT then also plays an important role in the creation and realization of innovation. Our approach creates within the organization, a mutual image and frame about the role of IT in innovation. It gives the CIO the means to actively manage business innovation with and/or by IT. It gives the individuals that are involved in the innovation, clear principles and focus. Creating synchronization between business and IT is not enough: Doing it together is crucial.... and often appears to be fun too!

By showing this kind of leadership through the CIO, a new type of IT-organization is also created: From an executing "Technical Department" to a pro-active strategic innovation function!

How does it work?

Each organization is different off course! The general approach can be found on the back of this flyer. We adjust the approach to your situation when required.

The approach

The approach written below has been derived from many different projects to reach concrete steps with innovation based on IT.

Step 1 - Quick Scan

The quick scan gives the stake holders insight in the innovation process, the business goals, the ambitions in relation to innovation and the innovation track record of the organisation, by researching documents and performing interviews in a day. The **inventory** is the input for the workshop.

Step 2 - Workshop IT - Role of IT in innovation

The purpose of the workshop is to clarify what the relevance is of innovation to the organization and the role of IT in innovation from an IT perspective. During the workshop we will be looking at the business goals, type of innovations, developments in the market (e.g. enabling technologies) and the strengths and weaknesses of the IT-organization/capabilities. Furthermore, we will be checking if (enough) budget is available (can be created) for innovation.

All of this results in a clear **innovation policy** that can be communicated to the business, **recommendations for improvements** and gives insight in opportunities and possibilities for innovation. Also the **plan for how to proceed** will be discussed (go/no go).

Step 3 - Workshop with the business

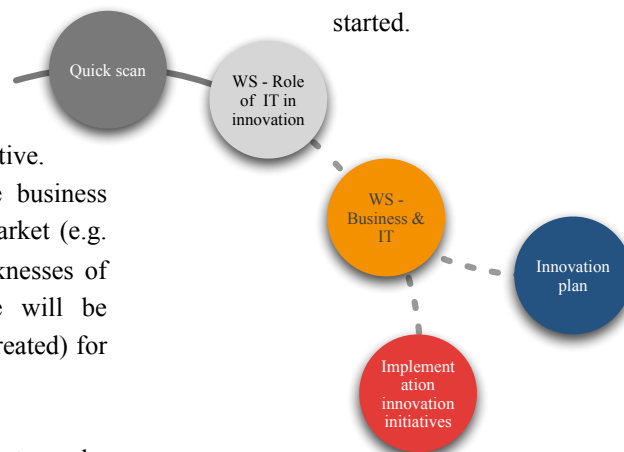
With these inspiring innovation-workshops, the business is pro-actively approached and the possible role of IT is explicitly explained. Supported by creative techniques, business and IT generate aimed **innovation ideas** together. The most successful ideas are selected and arrangements are made about the the continuation.

Step 4a - Execution of innovation-initiatives

Under the motto “Building success together”, the realization of the selected ideas from the workshop takes place. Business and IT implement together the ideas and results are established in the cooperation, that lead to the intensification of trust.

Step 4b - Define innovation plan

The workshops have as a result that business and IT want to **continue reinforcing the capability for innovating together**. In the innovation plan is agreed upon how the co-operation will be organized, which capabilities should be improved and how to manage the creation of innovation. The parties continue and optimize the co-operation that has been started.



The approach is derived from mutual experience of eXcellerate and BeBright. eXcellerate focuses on developing (IT-)capabilities that lead to results and BeBright helps her clients to reinforce their innovation power and accelerate the innovation processes.

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