

Q:

Where does an INNOVATION STRATEGY fit into an OVERALL ORGANIZATIONAL FRAMEWORK?

A: Continuous improvement and innovation are not mutually exclusive and the skills and structure that are in place for continuous improvement provide a great building block for innovation.

As you start to think about becoming more innovative, there are two major areas to consider:

1. Your **strategy for innovation.**
2. Your **processes for innovation.**

Lean Six Sigma has developed a framework called the “Continuous Innovation Framework” to help guide an organization as it develops and sustains innovation and improvements.

A Continuous Innovation Framework is focused on creating value along the organization’s business processes by understanding how to create, manage and improve products, process and services in a life cycle approach.

As you focus on a Continuous Innovation Framework, the culture is changed from an inward-focused company to a company that is outward focused, customer-centric, and future oriented. People will take more pride in their work knowing that they can truly make a difference even if their job does not directly impact end customers. They can focus on innovating and improving their own work and areas. They can also become more involved in providing value outside of their traditional department by making use of collaboration and team-focused work rather than thinking that they should just do their job.

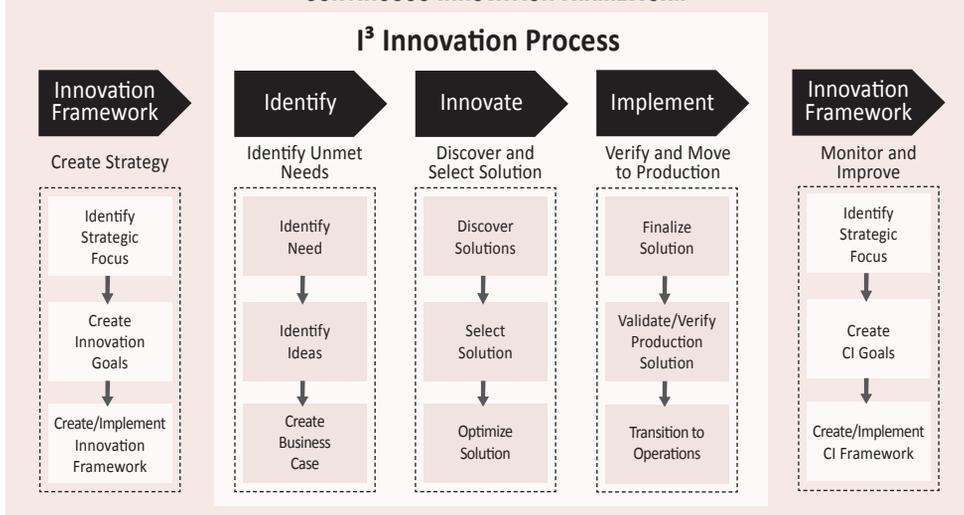
All of this will lead to a company that is “future proof” for the changes that are coming in this increasingly complex global world.



THOMAS UNDERWOOD, ASSISTANT DEAN OF ACADEMIC OUTREACH, WASHBURN UNIVERSITY

DOUG VON FELDT, INNOVATION AND CONTINUOUS IMPROVEMENT LEADER & CERTIFIED LEAN SIX SIGMA MASTER BLACK BELT, CRIMSON CORPORATION AND WASHBURN UNIVERSITY

CONTINUOUS INNOVATION FRAMEWORK



Is your company innovative?

Questions to help you consider if your innovation initiative is on track.

- Do you understand your competitive and unique competencies as an organization?
- Do you have a common definition of innovation across the organization?
- Have you determined what areas along the organizational processes or value stream are ripe for innovation?
- Have you created a strategy around product portfolios to minimize risk but still maximize growth?
- Have you created an innovation pipeline process that includes all stakeholders?
- Can you clearly articulate your innovation process?