



Set a Higher Standard

Your guide to aligning to ISO Innovation Standards.

SET A HIGHER STANDARD

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What are the ISO Innovation Standards?

The ISO 56000 suite of innovation standards are a world's best practice framework that provide a unified language, consistency and confidence for innovation.

Rather than constrain creativity, the ISO Standards provide a framework for progressing new ideas in an organisation.

Aren't Standards all about compliance and 'box-ticking'?

The Innovation Management Standards are guidance standards rather than conformance standards. They are designed to *guide* your innovation activities.

We recognise the power of aligning to Standards so they are 'fit-for-purpose' to meet your needs rather than ticking boxes that don't necessarily generate outcomes.

Where do you start with ISO Innovation Standards?

We recommend starting out by exploring ISO 560002 Innovation Management System Standards. This standard outlines a *systematic* approach to innovation that is laser-focused on generating value.



MEET THE TEAM



Brian Ruddle
Managing
Partner



Cameron Johns
Partner



Chris Stevenson
Innovation
Strategist

**Talk to Impact Innovation
to arrange an ISO
Innovation Standards
briefing session.**

About ISO 56002 Innovation Management System Standards

ISO 56002 Innovation Management System Standards is a *systematic* approach for bringing parts of an organisation together to generate innovation value. Figure 1 outlines the five key elements of ISO 56002.

Value:

The gains generated as a result of any investment into innovation.

Context and Culture:

Internal and external issues and drivers, partners and collaborators that can drive innovation, and how organisational culture helps or hinders innovation.

Leadership and Strategy:

Innovation scope, vision, strategy, policy, processes and authority.

Operations:

From determining 'where to play' to how decisions are made at every stage of the pipeline, operational processes are the engine room of any innovation system.

Support Activities:

Includes the allocation of financial resources, people, time, infrastructure and capability building to generate value.

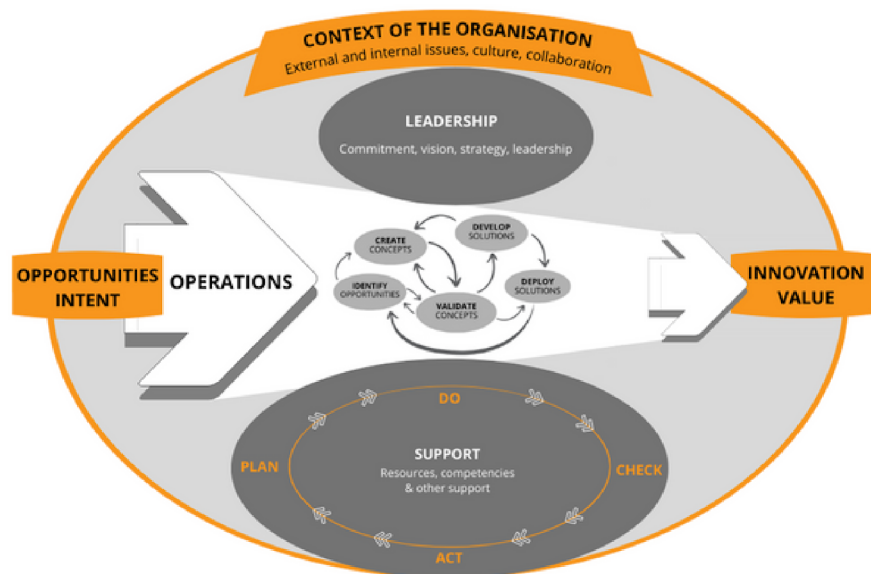
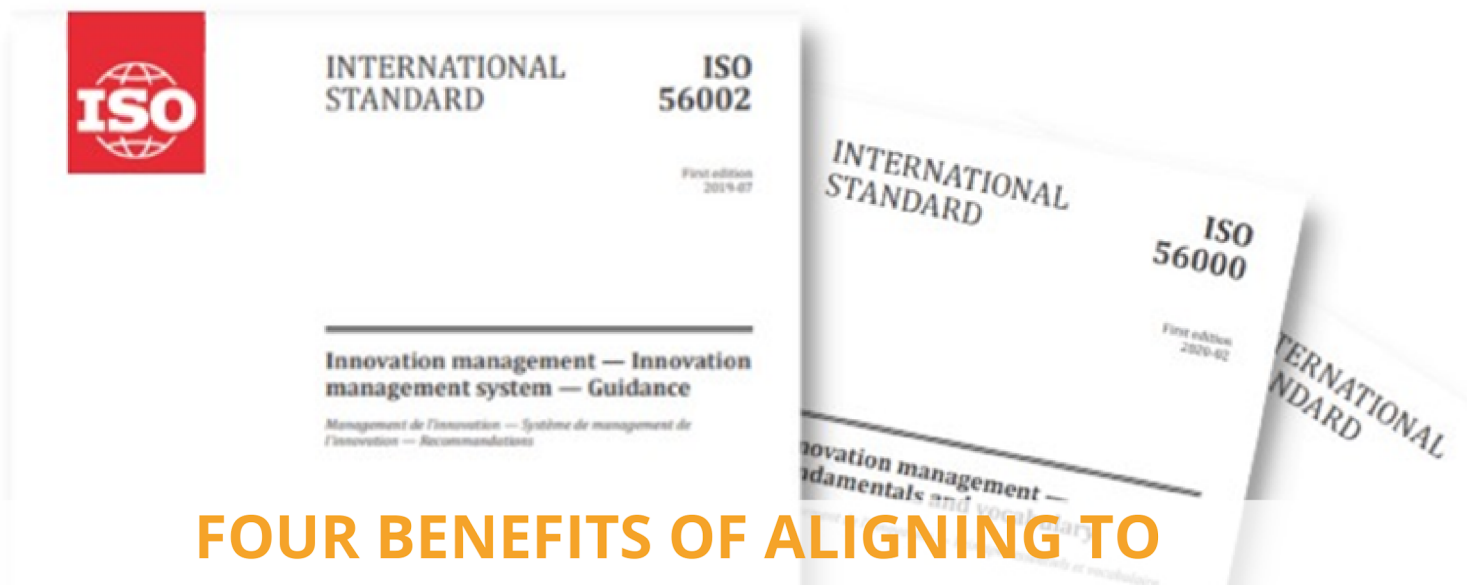


Figure 1: Representation of the elements of ISO 56002.



FOUR BENEFITS OF ALIGNING TO ISO INNOVATION STANDARDS

Clarity

The world of innovation is a murky one. Without a common language and framework, it can be extremely difficult to communicate with internal and external innovation stakeholders.

Application of the standards provides a common language and defined methodology.

Avoid innovation 'drift'

A common pain for organisations is a lack of structure around innovation. Without basic structure, organisations experience innovation 'drift'. Projects start to stall, there's a lack of tangible outcomes, and the innovation program (and innovation managers) get 'knocked about'. **Application of the standards can provide sustained focus and stability.**

Take innovation out of isolation

ISO 56002 Innovation Management System Standards provide a framework for a systematic approach to innovation. This brings inter-related and inter-connecting parts of an organisation together to generate value. It's a highly successful way of taking innovation out of isolation.

Application of the standards can enable innovation to thrive organisation-wide.

It's all about value

ISO 56002 Innovation Management System Standards is laser-focused on defining, generating, tracking and reporting on value. Too many organisations fail at innovation because they don't stop to define value! Understanding value enables you to make smarter decisions, invest wisely and resource appropriately. **Application of the standards helps organisations focus their activities on the most valuable outcomes.**

How do you practically apply the Standards?

Impact Innovation excels in the practical application of the Standards for corporations, not-for-profits, government agencies and research organisations.

Our **Innovation Navigator® Program** helps organisations build an understanding of ISO 56002, recognises how they already align to the Standards and determines what steps they could take to generate more value from innovation activities by adopting the systematic approach.

Through the Innovation Navigator® Program, we work with organisations to design a program that might include:

1. **Maturity assessments and benchmarking tools** - to help pinpoint where you are now.
2. **Co-design workshops** - to help get you to where you want to be.
3. **Training** – to build capacity and capabilities.
4. **Action roadmaps** – to help you implement tangible change.

Take our short 8-minute Innovation Navigator® Program survey to see if it's right for you or talk to the Impact Innovation team about how the Innovation Navigator Program can help you.

What is Impact Innovation's role in the Standards?

Impact Innovation's Managing Partner, Brian Ruddle, serves as Chair of the Innovation Management Standards Committee for Standards Australia and represents Australia on international working groups with other experts from around the world.

Impact Innovation is the only licensed provider of ISO 56002 Innovation Management System Standards training in Australia. We lead the way in the practical application of the Standards to enable organisations to generate more value from innovation.

Talk to Impact Innovation to learn more about practically applying the Standards.

ABOUT IMPACT INNOVATION

Australian-owned and operated Impact Innovation is an award-winning, end-to-end innovation, R&D and commercialisation consultancy, working across strategy and design through to implementation and deployment.

For more than 16 years, our team of 25 has helped innovation managers and teams in multi-national companies, not-for-profits, universities and research organisations, as well as federal, state and international government agencies across the Asia Pacific achieve a higher standard in innovation practice to generate value.

As an organisation – and in all our interactions – we are driven by:

1. **A Systematic Approach:** Innovation thrives with a whole-of-organisation systematic approach. Everything we do is underpinned by ISO 56002 Innovation Management System Standards which is laser-focused on generating value from innovation. Our Managing Partner leads Australia's involvement in the standards and our team work closely with the world's leading innovation practitioners to bring international best practice approaches to our clients.
2. **Value and Impact:** We partner with clients to define and achieve the value or impact they seek to achieve from innovation. We help them generate, track, measure and report on value and impact in everything they do.
3. **Action:** Generating value and impact takes action. We prioritise co-design, action learning, change management and action roadmaps in our project design to generate sustained outcomes.