

# SUCCESSFUL INNOVATION

Often managers associate the term “innovation” solely with ground-breaking ideas and technological leaps. But innovation is so much more. Successful innovation management is multi-dimensional and stretches from the pipeline to the holistic market implementation. MANAC identified the key barriers in innovation and product development processes and supports organisations in realizing their full potential.

## HOW DO YOU EFFECTIVELY MANAGE INNOVATION?

The effective management of innovation is a core task in management. It ensures that interesting ideas are successfully converted to viable products and services. The process entails a holistic approach from generating ideas, to trial and eventually the market launch. Innovation needs to have management attention and is a key component in strategy development and implementation.

## HOW CAN MANAC SUPPORT YOU?

MANAC supports organizations in the design, implementation and monitoring of a customized innovation process. We guide execution and firmly embed the process in the wider organizational structure. Prof. Dr. Christian Seelos, visiting scholar at Stanford University in the field of «Business Model Innovation» and chair of the MANAC Strategic Advisory Board, further enhances our competence and actively supports clients on these projects.

## HOW DO WE APPROACH THESE PROJECTS?

MANAC approaches innovation projects in four phases:

- Phase 1: Analysis of the current situation and capabilities/  
Definition of future success potentials
- Phase 2: Evaluation and prioritization of strategic options  
for innovation
- Phase 3: Definition of the launch plan
- Phase 4: Systematic implementation and monitoring  
of the launch protocol

We employ a wide range of proven methods and tools, including interviews and empirical data, secondary and primary research, scenario-analysis and simulations.

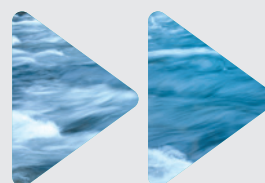
## WHAT ARE THE MEASURABLE BENEFITS?

A systematic approach to innovation ensures that the entire organization is aligned and develops a common understanding of the strategic and operational implications. It reduces ambiguity and provides employees with a sound basis for decision-making. The early and active involvement of employees from all departments ensures strong buy-in and commitment. The involvement of Prof. Dr. Christian Seelos provides a unique combination of academic expertise and business application. The project benefits from the newest research insights as well as a customized approach for the realities of your organization.

## THIS COULD INTEREST YOU

Prof. Dr. Christian Seelos, chair of the MANAC Strategic Advisory Board, and Prof. Johanna Mair, PhD recently co-authored “Innovation and Scaling for Impact – How Effective Social Enterprises Do It”, published by Stanford University Press. The publication outlines how the balance between innovation and scaling determines success in organizations. Link: <http://www.sup.org/books/title/?id=26391>

If you want to review your approach to innovation management, please contact us. We look forward to working with you.



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