

TEN TYPES/AREAS OF INNOVATION

INNOVATION IN ACTION 2016

This briefing paper includes key takeaways from the Innovation in Action 2016 workshop, facilitated by Dr Bengt Järrehult and Gittan Schiöld from Googol Business Navigator. The workshop included a presentation of the framework regarding ten types/areas of innovation, cases exemplifying how companies innovate in different areas and group work where sample companies were analyzed according to the framework.

PURPOSE

The purpose of the workshop was to elaborate around insights, strategies and activities that have an organization combine types and areas of innovation and deliver a higher rate of value creation.

METHOD

The workshop included a presentation of the *ten types/areas of innovation* framework and cases exemplifying how companies innovate in the different areas. The participants carried out an analysis of sample companies and how they innovate according to the framework.

DESCRIPTION

The framework of the ten types/areas of innovation was presented by Dr Bengt Järrehult and Gittan Schiöld. The framework is build on:

Configuration

- Profit model
- Network
- Structure
- Process

Offering

- Product performance
- Product system

Experience

- Service
- Channel
- Brand
- Customer engagement

10 Takeaways

- ◆ Evaluate and understand your competition by analyzing them within the framework.
- ◆ Use the framework for a current situation analysis and to plan for the future.
- ◆ Successful innovators innovate in several areas.
- ◆ Combine innovation from several areas.
- ◆ The ROI often does not come from the area where you think it will come from.
- ◆ When you introduce a new product/service, use the opportunity to make changes in other areas.
- ◆ Innovation across areas requires collaboration and possibly new organizational structures.
- ◆ Leverage existing product offering with innovation in other areas.
- ◆ Start ups tend to do all areas and are more disruptive because they have nothing to loose and has no set rules
- ◆ Big companies need to figure out how to approach and combine the different areas in an efficient way.

The framework was further described by giving examples of companies and how they innovate in the different areas. The next step was to analyze other companies according to the framework. The participants worked together in groups. The group chose to analyze 2-3 sample companies and their current situation with the model of 10 types of innovation. The analysis was visualized on whiteboards. The result and reflections were shared among the groups. In the second round, the groups chose one of the sample companies that seemed the most interesting or needed the most help. The task was to further develop and come up with new ideas for the chosen sample company according to the framework. The ideation process was boosted with trigger-notes. The triggers were formulated as “*what if...*” followed by a suggestion on how to change the company. The groups then selected and packaged some of the new ideas that created cohesiveness and would be beneficial when combined. In the end, each team presented their work and pitched their new ideas.

LEARNINGS AND RESULTS

The main learnings from the workshop were connected to the framework of ten types/areas of innovation, and how it can be implemented at the participants' companies. The framework can be used to analyze your own company and your competitors. With the tool, it is possible to identify gaps in the current situation. These gaps can then be used to identify new opportunities for innovation.

Companies spend money primarily on activities in the category *offering*. However, the Return On Investment (ROI) is primarily generated from the *configuration* category. Companies that are categorized as successful innovators innovate in several areas, whereas average innovators only innovate in one area. Most successful innovators combine 3-4 different areas. The key is to find a cohesive and beneficial combination of the different areas of innovation.

Many of the ideas on how to further develop the sample companies involved entering new markets, creating new channels for customer interaction, mass-customization of products/services and finding new partners.