



WHAT YOU OUGHT TO KNOW ABOUT
Idea Management

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MAKING SENSE OF CREATIVE CHAOS

STRUCTURE

CONNECT

COLLABORATE

EVALUATE

SELECT

As you are fully aware of, many organizations are facing an urgent need to exploit new ideas and opportunities to meet increasing competitive pressure and changing customer demands.

The best organizations reach those demands by using Idea management tools – such is [Idea Station](#).

DEFINITION:

“Idea management is a structured process for the collection, building, assessing and distribution of ideas.”

It includes support for gathering, storing, improving, evaluating, selecting and prioritizing ideas by offering efficient and flexible multi phase approach, transparency and accountability all the way.

IDEA MANAGEMENT PROVIDES
STRUCTURE AND **FOCUS** TO THE
FUZZY PROCESSES

Idea management can use bottom-up, top-down and side-ways approach, where ideas are generated by different levels and departments within an organization.

The scope of Idea management system can range from being limited to one internal unit, to cover the entire organization, and to include also external stakeholders, such as customers , partners, suppliers, academic and government institutions.

IDEA MANAGEMENT SHOULD COLLECT
BEST FROM BOTH **EXTERNAL** AND
INTERNAL SOURCES OF IDEAS

Often enough the main problem with the ideas is that it seems like the best ideas come from the people who are not in your company. We cannot be selfish and think that our idea is unique. In the same moment we came up with some potentially breakthrough idea, there could be numbers of people discovering the same one...

The only difference between you and them could be solid idea management system and the speed of execution.

Whilst they will still discuss that idea, your idea will already be built and selected for a project leading to new service or product.

Best of all, circle does not stop there, because with the combination of internal and external idea sources numbers of those new products and services will be much greater than any system you use. Full idea funnel will give you the edge in competitiveness as steady stream of ideas, products, trademarks and patents enhance your company R&D foundation.

IDEA MANAGEMENT EMPOWERS YOU
WITH SPEED TO WIN THE RACE.
[AGAIN AND AGAIN...](#)

FILTER OUT PROMISING IDEAS

As Ideas start to flood in, keeping idea community tidy is a challenge. Easily, company can pile up hundreds of new ideas in the funnel, that will make hard for members to follow and participate. Only disciplined process can guarantee that people get presented with accessible group of most relevant ideas they might give their feedback on.

That's why next to brainstorming results there should exist best practice workflow:

REVIEW NEWCOMMERS > Review activity is very important, being the first step in introducing a fresh idea into workflow. Reviewers act as first line of control, scanning ready ideas and giving initial proposal review.

EVALUATE PROSPECTS > Promising ideas that receive management attention are sent to evaluation, where ideas are judged upon different qualitative and quantitative criteria.

APPROVE WINNERS > Based on average score from evaluators, and other significant factors, management is able to make a final go or no go for implementing the idea.

INTRODUCE BEST PRACTICE **WORKFLOW**

Good practice is to expose approved ideas back to the community, so that people can see what are the winning ideas and what the company values. Together with recognizing top contributors, company can create a dynamic and motivating environment.

Idea management should encourage innovative employees, stimulate creativity and promote a more open collaborative innovation culture within the organization.

IMPACT OF RIGHT IDEA MANAGEMENT

- ✓ More structure and focus delivered to the fuzzy processes.
- ✓ Faster time to market with reduced risks
- ✓ Maximum usage of ideation potentials within and around the organization
- ✓ Focused management decisions
- ✓ Smart and confident resource deployment
- ✓ Greater ability to adapt and thrive in the constant market changes
- ✓ Uncover your strengths and weaknesses and turn them to opportunities
- ✓ Better employee engagement
- ✓ Lower administration time
- ✓ Increased productivity, continuous improvement

REACH YOUR MAXIMUM

Mobilizing value from your organization does not depend solely on employee creativity; it depends on the organization's ability to capture, evaluate and exploit the ideas generated.

INTRODUCE SOLID IDEA MANAGEMENT
SYSTEM AND CAPITALIZE FROM YOUR
UNTAPPED POTENTIAL

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