

IDEA MANAGEMENT SYSTEM

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ABSTRACT

The increased awareness and concern of people, researchers and decision makers for the maintenance and enhancement of services provided by different industry /Business has significantly widened the scope of information needs for idea management system to develop Innovation . Innovation implies newness. Innovation can be defined as the “main driver for companies to prosper, grow and sustain a high profitability”, (Fredberg et al., 2008). This paper attempts to understand how company can innovate and how can it manage its innovations? The objective of this paper was to search for a meaningful measure of innovation by focusing on the "common denominator" of what an Idea Sirjee: People the source of Innovation.

This paper will also help you improve your ability to manage creativity, innovation and change in business, education, healthcare, government, and in any other complex organization or institution by diagnosing potential innovation failures before they can occur. While we see several examples of technological innovation, we are not focused on the management of technology. Instead, we focus on something much more powerful: understanding and managing the people engaged in creation, innovation and positive change through a proper system. 2. How an idea management system (IMS) is a formal process, by which generated ideas can be recorded, filtered and selected for implementation.

Keywords: Innovative Management, Creativity, R&D, IMS, Innovation Matrix, Idea Management

INTRODUCTION

India has been an Innovative Society and that sustained economic progress would be possible only by continuous innovation and its systematic implementation. In any medium to large business, government office or other organization, employees have ideas, lots of ideas. If you are in any doubt, just visit the office canteen space during the lunch hour and keep your ears open. You will hear people complaining about inefficient Production processes, wishing company products had this feature or that feature and wondering why management doesn't offer an obvious business service which clients keep asking about.

Each of these complaints and wishes are wrapped around an idea for improving operations, products and services. While management often have strategic ideas, it is the employees who are on the factory floors, running day to day operations, meeting and activities with customers and serving customers who have the lion's share of ideas that at minimum improve efficiency and thereby cut operational costs and at best may transform your business (Post-its, for instance, were devised and developed by employees – not management)

Yet, most businesses leave the innovating to management – and ignore the many potentially ideas locked up in their employees' minds. As a result, many innovative ideas are missed out upon.

“Innovation is at the heart of our strategic success – everyone plays a key role in the process”

Nice words – BUT – if they are just words and not actions, the business leader is not sending the key message to people – innovation requires action.

Leaders of innovative companies need to clearly communicate that innovation is a strategic imperative. This message needs to be preached from the highest level of the organisation. In addition, leaders need to back up these words with actions. They need to recruit people that behave in the manner they are preaching. They need to accept that their ideas are challenged. They need to show through their actions that failure is more than just “OK” – innovation requires failure.

How many times have you heard your Boss talk openly about his or her own failures?

How often does he or she stimulate critical discussion and conversation?

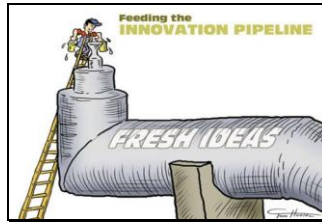
How often does he or she sit in on training sessions that promote innovation?

If you're talking – you're thinking. If you're thinking – you're creating. If you're creating you're innovating

It's amazing how little time people spend in “good” conversations. You know the type of conversation where people disagree – challenge the status quo – advance new ideas. Successful innovators encourage open discussion and thinking. The Tea machine becomes a source of inspiration. One way to make sure this happens is for the business leader to always place a challenge to think about and reflect upon in front of their employees. This is difficult for many as this means showing that one does not always have the answers. Get your employees to start meaningful conversations about the strategy, your position, your competitors, internal operations, etc... This will act as a “spark” to ignite the process.

India Is a Land of Innovation

Harvard Business School had cases from India i.e The Dabbawalas, E-Choupal, and Tech farms that illustrated Innovation. He said that the dabbawalas are an example of Innovative Enterprise and Governance. Said By Mr Arun Mehra: Chairman BCG in a symposium was organized by Microsoft on 9th October 2007 in India.



Environment in general, where a firm is operating, is another issue which affects on innovativeness. Environment is a multivariable complexity, which has historical, social and cultural values embedded in the tradition. Environment includes also factors where a single firm or organization can not affect, like for example economic trends, legislation, infrastructure or quality of life. Innovation environment is a rather new framework, which further on includes many other factors, like innovative milieu, networks of different actors, leadership bodies and practices to manage this complexity. Stähle et al. (2004) point out that the innovation environment includes the following elements: Innovation environment is composed of four major elements: innovation system, local buzz, global knowledge pipe lines and shared interpretative frameworks of local actors.

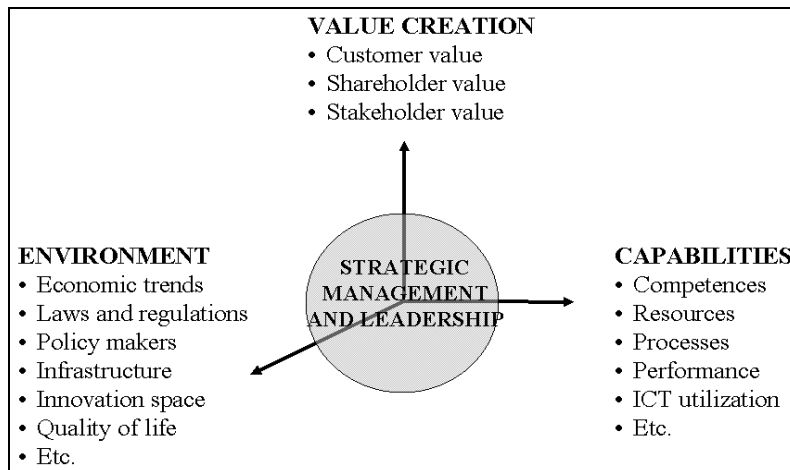


Figure 1. Three dimensions of innovation management

Illustrates these three dimensions of innovation management. In the middle strategic management and leadership binds the three dimensions together. Strategic management provides vision where to go and operations how to get there. It also valuates the business opportunities, provides the necessary capabilities and innovation environment to reach these opportunities.

Strategy takes care of managing the uncertainties so that too big risks are avoided. Strong leadership promotes innovations by leading the organization and operations according to the selected strategy.

Success Mantra: People - The Source of innovation

Every human is capable of creativity. In some the talent is buried, trained out of them by schools, parents or bosses. In the information age, part of every manager's and every team

member's job is to create an environment in which creativity is appreciated and new ideas are brought out of those who may have almost forgotten their creativity.



IMS

An idea management system (IMS) is a formal process by which ideas can be recorded, filtered and selected for implementation. Ideas are the key ingredient in the innovation process but without a mechanism for managing them, it is difficult to prioritise innovation efforts and to channel innovation activity into the areas it is needed most.

What does an IMS involve?

An IMS can take a range of forms, from a simple suggestions scheme to a national collection of ideas from external stakeholders. It can be a simple spreadsheet arrangement at a team level or a Web-based site accessible to all.

An IMS can involve:

- A means for soliciting ideas;
- A means for capturing ideas;
- Tools that allow people to build on submitted ideas;
- Recognition of those involved;
- Idea review tools for determining which ideas should be pursued; and
- Reporting tools.

Innovation Phase:

- 1 Idea generation – finding, adapting or creating the ideas.
- 2 Idea selection – picking which ideas to use.
- 3 Idea implementation – putting the ideas into practice.
- 4 Sustaining ideas – keeping the ideas going.
- 5 Idea diffusion – spreading the ideas and the insights about them.

1.1: An IMS can encourage staff to put forward ideas. An IMS can help in the process of refining and iterating those ideas by allowing others to share their perspectives and input

2.1: By letting others be aware of suggested approaches, ideas can be tested early through sharing of experiences, limitations and impacting factors, and possible improvements to the idea

3.1: An IMS can assist implementation if it records lessons learnt, identifies options that have and have not worked, and codifies what made the implementation successful

4.1: An IMS can assist the embedding of ideas by outlining the need for an idea and providing a reminder of the problems faced before it came about

5.1: By recording the ideas and the resulting action other areas facing a similar or parallel issue may be better able to see potential solutions

Desirable IMS Features:

Transparency: It can be useful for participants to be able to see what happens to their ideas, any reasons why their ideas are not acted upon, and for others to be able to see what ideas have been put forward, adopted or rejected.

Collaboration : By having a transparent forum, participants can see ideas that have been put forward that might have relevance to them and allow them to collaborate on ideas where there is a common problem or situation and to improve the ideas being put forward.

Iteration: An open forum means that others can suggest improvements to ideas or point out concerns or potential issues with its implementation. Alternatively responses to ideas can be incorporated and the proposal adjusted to address those concerns. Such discussion can allow for iteration of the ideas and for ideas to be built upon

Prioritization: Where a number of ideas are put forward and in an environment of limited resources there will always be an issue of determining which ideas should be investigated or implemented first. An IMS can assist this process by allowing others to comment on ideas and indicate whether they think the idea is relevant or worthwhile. This can help give a sense of which ideas have the most support and are viewed as the most important to investigate.

Voting: On a similar note, a feature that allows voting or an indication of support for ideas can be a useful means of gathering contextual data about an idea and an assessment of support for it.

Knowledge Management: An IMS can allow ideas, their critiques or assessment, and the responses to be codified and stored. This can help prevent ideas being proposed multiple times, and encourage ideas being built upon rather than repeated. It can also help to ensure that solutions to particular problems are visible and can be more easily adopted by other areas as needed.

Support: Participants are unlikely to have all the relevant skills, knowledge and experience to put forward a 'perfect' idea. Consideration might be given to identifying avenues of support, whether this be existing resources on projects/processes or individuals/groups that are willing to assist and their relevant areas of expertise.

Mandate: An IMS with a clear mandate and connection with relevant planning and authorization processes will be viewed more credibly than one that is seen as an add-on. A system can benefit from an explicit purpose and clear high-level support.

Constraints: An IMS may want to include a clear explanation of the limits of the system. As well consideration about how to manage the expectations of participants may be appropriate.

Involvement: Idea proponents may want to be involved in the development and implementation of the idea. It may be helpful for the system to identify how that will happen.

No matter how you organize your processes for innovation, being well-versed in the Creative Process will allow you to apply your natural creative thinking abilities and your innovation tools and techniques to work on your toughest challenges. Having a broad (and common) process framework saves time and makes your efforts more focused and effective in a group.

Why do you need people anyway?

Innovation is often viewed as a “soft” science. Innovation is hard to measure and hard to define. Other business functions such as purchasing, finance and manufacturing are easier to define and seem much more established and “concrete”. Purchasing, finance and manufacturing are accepted business functions with hierarchies and responsibilities. When we talk about innovation, however, the measurements, metrics and operations become much less concrete. Few firms have an “innovation department” and very few firms have metrics around innovation or systems and processes to support innovation. That’s why people are so important in an innovation initiative.

As you strengthen five key values — all of which can be developed — people produce more innovation. The values are 1) Humility, 2) Curiosity, 3) Courage, 4) Tenacity, and 5) Integrity. Ask yourself: What might be all of the things I can do to understand and strengthen these qualities in myself, my team, and my organization. A lot has been learned in the last 60 years about how to organize our natural Innovative thinking into discrete steps that increase the likelihood of successful outcomes. There are many good process/ methods to assist you and one method can be IMS (ideas management system). Because source of Innovation is people.

Human resource ideas can make working at your organisation more pleasant and therefore ensure your best employees stay in place. Taking a creative approach to solving problems can minimize damage when things go wrong.

Success in any endeavor is based on having the right people doing the right things the right way at the right time. If you want to implement a successful innovation initiative, you need the right people in place to succeed. People are going to implement the processes and systems to make things work. You need to identify those people. Additionally, different people bring different skill sets and viewpoints to any project, so exposing ideas and innovations to a broad team within your firm can improve the chances of success with new ideas. Finally, a few people who truly believe in an idea can overcome many barriers and management hurdles. Many new products and services were resisted by the existing management teams and were launched only through the dogged efforts of a few true believers.

CONCLUSION

Idea management System can bring substantial benefits to your firm – not least of which is keeping ahead of the competition. Moreover, it is a cost effective approach because it allows

you to tap into your own workforce – rather than requiring the hiring of expensive consultants. However, in order to be successful, your idea management system needs to be implemented in a culture of innovation in order to ensure that you do indeed capture and identify highly creative ideas that can be implemented to become highly profitable innovations.

I have briefly figured the main ideas of the innovation management System. Ideas Portal into which new ideas can be entered by everybody in the company.

The 4 classifications of Innovations can be

1. Business Model Innovation
2. Process Innovation
3. Technical Innovation
4. Execution Innovation

Innovation is a complex process by nature and to manage it presumes understanding of the key drivers in the business and social environment. In the business context the innovation management deals with the business development, which is a much wider issue than just a product development. This means also that organizing and managing it in practice is not the same as organizing and managing the product development. The innovations are created more and more in networks and this sets further requirements for collaboration and openness. The firms cannot be forced to collaborate. What is needed is trust building and creation of social capital. We have to develop platforms, methods and tools to get new practices introduced to the industry for a platform for Innovative thinking through Idea Management System.

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