

**Insights:  
Innovation**

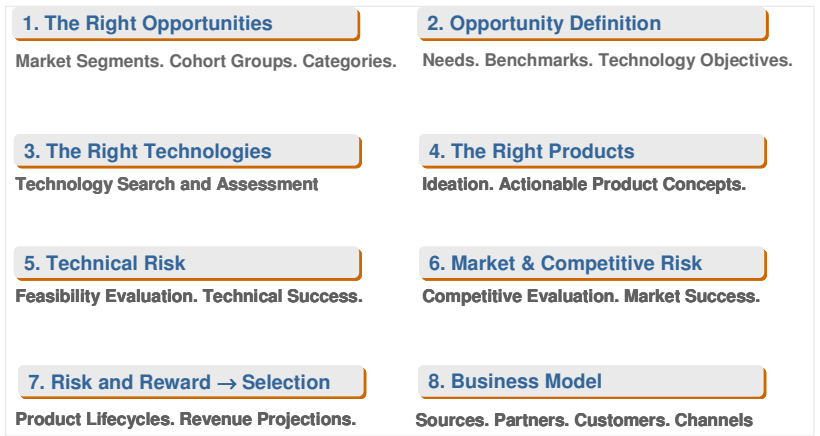
**A Secret to Successful Innovation:**

**Innovation that integrates internal functions and adds external know-how.**

In any successful consumer-oriented company, there are always energetic and creative people who are behind the successful innovation of new products. They emerge from the ranks of brand managers, category managers, key account executives, geographic leaders, strategic planners, or technology leaders. They are the people who have figured out how to ensure that all the parts of an organization come together to assure that the right new products make their way to the right markets. However, companies and markets are becoming increasingly complicated, and corporate success cannot rely solely on the effectiveness of a few champions ceaselessly walking the extra mile.

An innate attribute of these successful champions is that they know how to connect the efforts of knowledgeable marketing specialists with research & development and a broad population of external experts. It requires extraordinary time, effort, and experience on their part...and significant internal resources at her/his disposal.

Rather than rely exclusively on the abilities of a limited number of champions, a practical secret to making success more universal and predictable is to make everyone a champion - by bringing all the parts together in a streamlined process that requires less time from valuable resources. Such a process is at the heart of a method that Business Innovation Consulting has applied successfully with a wide range of firms over the past two decades. It involves systematically applying eight capabilities with cross-functional teams.



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These capabilities probably exist independently within your firm. Top performing firms get consistent innovation results by integrating these capabilities into a consistent holistic process; supplemented by outside assistance as needed.

The front-end of innovation can be expanded beyond serendipity by institutionalizing innovation, rather than relying on extraordinary insights and efforts from champions to ensure success.