

- 
- Broadcast Set
 - Pro-Activism
 - Democratization of...
 - Beauty Inclusivity
 - Economy & Business
 - Empathetic Brands
 - Brand Activism
 - Redefined Luxury
 - Influencer Impact
 - Hybrid Engagement
 - Local Appreciation
 - Home Heaven
 - Value Driven Delivery
 - Quality Content
 - Me Commerce
 - Flexible Content
 - Experience Based Value
 - Exos Ethics
 - Data Secure by Design
 - Product-as-a-service
 - Packaging Substitutes
 - Mobility Ecosystems
 - Transformation Economy
 - Low Touch Living
 - Digital Assets
 - Cash Free C



From Innovation Rookie to Rockstar in < 100 Days
Your Ultimate Toolkit

Welcome on Board!

From Rookie to Rockstar

Innovation has the power to transform any organization. The innovation expert's role therefore comes with an equally high level of fascination and expectation—which can be intimidating, especially for newcomers.

They say the first 100 days (or approx. 3 months) in a new position defines your make-or-break time. During this period, innovation professionals need to establish a solid foundation for future innovation activities, build strong relationships with multiple stakeholders, and develop a pioneering vision. So, what can you do differently in those 100 days to get things on track from the very beginning?

Based on our experience in innovation, foresight, and strategy with hundreds of industry leaders, we've put together an action plan to guide you through your first (or any other) 100 days as an innovation professional. In doing so, we'll help you move from innovation rookie to rockstar in **less than 100 days**.

The following may feel like a lot for < 100 days. No one said it would be easy. You'll have a steep learning curve to climb, but with a clear vision in mind and high ambitions, you will become a true game changer for your company.

We've got you covered!

How to Read this Toolkit

Uncover the building blocks for successful innovation management



ROOKIE

REBEL

ROCKSTAR



MONDAY - INSPIRE



TUESDAY - UNDERSTAND



WEDNESDAY - READ



THURSDAY - LISTEN



FRIDAY - ACT

The Innovation Rockstar Toolkit covers 12 weeks in which we take you through three maturity levels: **Rookie, Rebel, Rockstar.**

Each week is structured into 5 learning units designed to provide a comprehensive understanding of the building blocks for successful innovation management.

Ready? Let's get started!

Innovation Maturity Levels

Rookie



Innovation Rookies have just embarked on their innovation journey. They are eager to understand and internalize the essence of innovation. By grasping the role of innovation in shaping our society, economy, and environment and adopting an Innovation Rockstar mindset, they become capable of turning theory into practice.

Rebel



Innovation Rebels take the first steps towards change. They question the current status quo in their organization and seek to proactively lead innovation activities towards success. By following best practices, they learn how to build the capabilities and use the tools to create the necessary breeding ground for innovation.

Rockstar



Innovation Rockstars have all it takes to be well-prepared for the future. They pursue a pioneering vision of how to create competitive advantage and transform their market. Their organization and culture have embedded innovation in their DNA and spur innovation activities with sufficient resources and dedicated innovation roles and processes.

YOUR SCHEDULE

WEEK

01

Innovation 101

Innovation Defined	Day 1
Innovation Ecosystem	Day 2
Sources of Innovation	Day 3
Power of Purpose-Led Innovation	Day 4
Get an Innovation Rockstar Mindset	Day 5

WEEK

02

Disruptive Innovation

Types of Innovation	Day 8
4 States of Disruption	Day 9
Why Netflix is Disruptive	Day 10
Germany: (Still) a Disruptive Player?	Day 11
Table of Strategic Elements	Day 12

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Avoiding Innovation Theater	Day 18
Innovation Rockstars Community	Day 19

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04

Innovation Process

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06

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YOUR SCHEDULE

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Thales Design Journey	Day 46
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Innovation Goals with Roadmaps	Day 52
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WEEK 12

COFIM Innovation Framework

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Innovation Framework - COFIM	Day 79
Promote Competitive Advantage	Day 80
Foresight Formula at Mars Wrigley	Day 81
Assess Your Innovation Maturity	Day 82

Hey, Innovation Rookie!



WEEK 01

The Innovation 101

Let's start with some basics on innovation and its role in shaping our world.

#letstalkinnovation

“Innovation is the process of turning an idea into a product or service that addresses a certain problem and creates value for the organization and the customer.”



Innovation Defined

Before we dive into the key aspects of innovation, it is important to get a common understanding of innovation and its terminology. This means more than just a command of technical buzzwords. It is fundamental in making sense of innovation methodology and core concepts.

1. Deepen your knowledge of innovation terminology with the [ITONICS Innovation Glossary](#).
2. Understand innovation methodology and its core concepts with the [Ultimate Guide to Innovation](#).
3. All set? Then create your own glossary and align your organization around a common language.

Innovation Glossary

Ultimate Innovation Guide

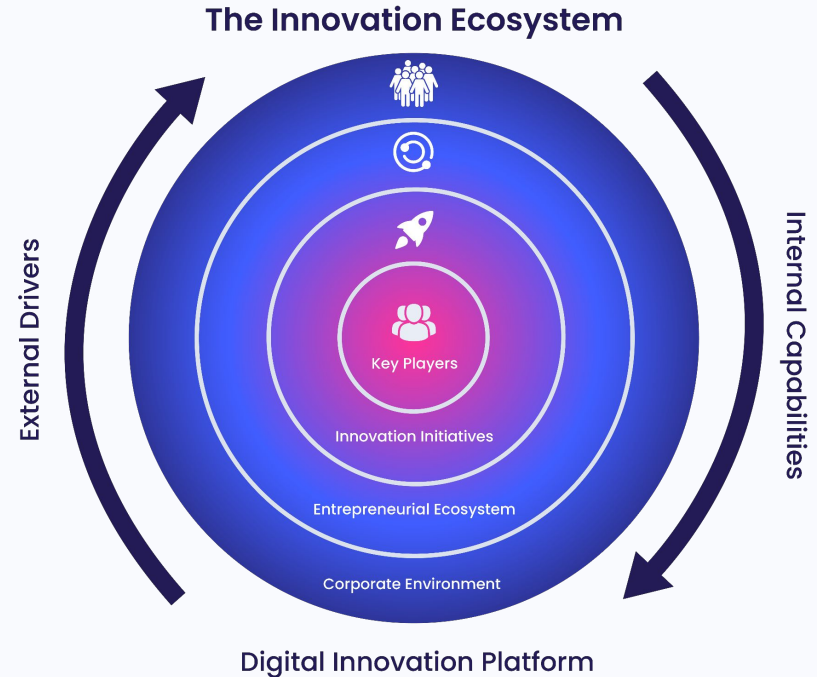




Innovation Ecosystem

Your company operates between a number of players working on innovation topics. Build and align an ecosystem that is complete, vibrant, and interconnected to create the necessary breeding ground for innovative developments.

1. **Understand your internal capabilities**
 - Key players (e.g. innovation departments)
 - Innovation initiatives (e.g. innovation labs)
2. **Identify your external drivers**
 - Entrepreneurial ecosystem (e.g. startups)
 - Corporate environment (e.g. competitors)
3. Connect **external drivers** with **internal capabilities** on a **digital innovation platform** to fully level-up your ecosystem.



[Read More](#)



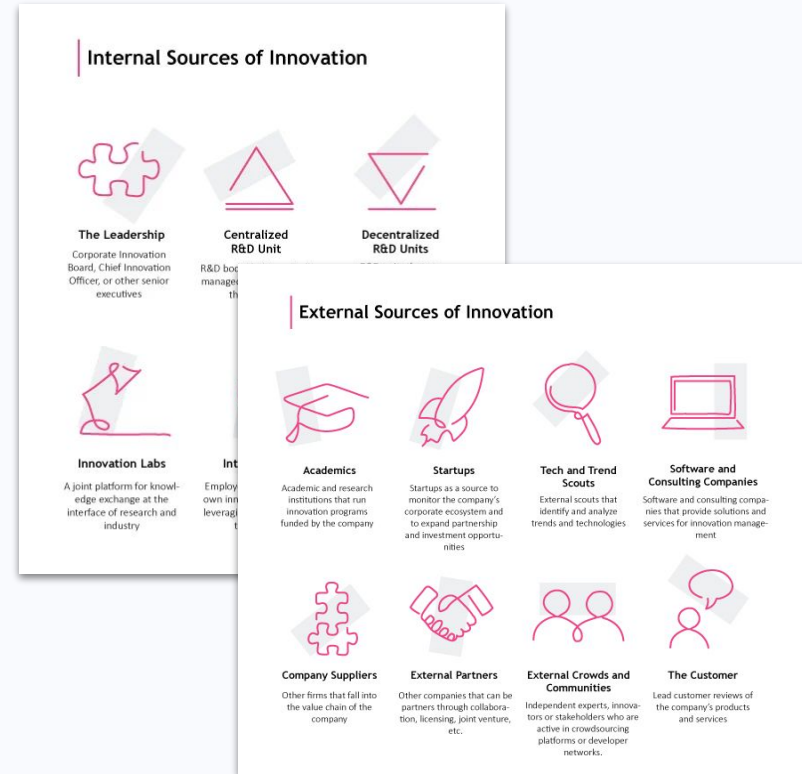
Sources of Innovation

In the past, companies relied mainly on their internal capabilities to generate innovative ideas and transform these ideas into real products and services. Nowadays, many innovation leaders are increasingly focusing on “mixed” innovation strategies by combining internal innovation drivers and external partners and, thus, opening up innovation to the outside world.

1. What **internal sources** of innovation (e.g. R&D units, innovation labs) are you already using?
2. What **external sources** of innovation (e.g. academia, startups) have you connected with to fuel your innovation activities?

External Sources

Internal Sources



 THURSDAY - LISTEN

The Power of Purpose-Led Innovation

In the Innovation Rockstars Podcast, Group Innovation Lead at Distell, one of South Africa's leading alcoholic beverages producer, talks about the significant disruption they experienced due to the severe and unexpected pressure of the COVID-19 pandemic. Learn more about:

 What smart move the company made to stay afloat during the lockdown and associated alcohol ban.

 How the team identified new opportunities even under such challenging circumstances.

More about purpose-driven innovation and the value of teamwork [in this episode!](#)

Tune In



“ But the magic ingredient beyond teamwork is when you find real purpose around which to innovate. Purpose creates that bold vision that people can align to and identify with. ”



Caroline Snyman, Distell



FRIDAY - ACT

Day 05

Innovation Rockstar Mindset

If you are waiting for a sign to innovate. This is it! To become a true innovation rockstar, the right mindset matters.

Download, print, & pimp your innovation workspace with [these inspiring & motivating posters](#) that remind you daily why innovation is key to success.

Innovation Posters



WEEK 02

Disruptive Innovation

Disruptive innovation is the type of innovation most companies strive for. Let's take a look at the theory and practice.

#disruptorbedisrupted



***“ Disruptive
innovation can hurt if
you are not the one
doing the disrupting. ”***

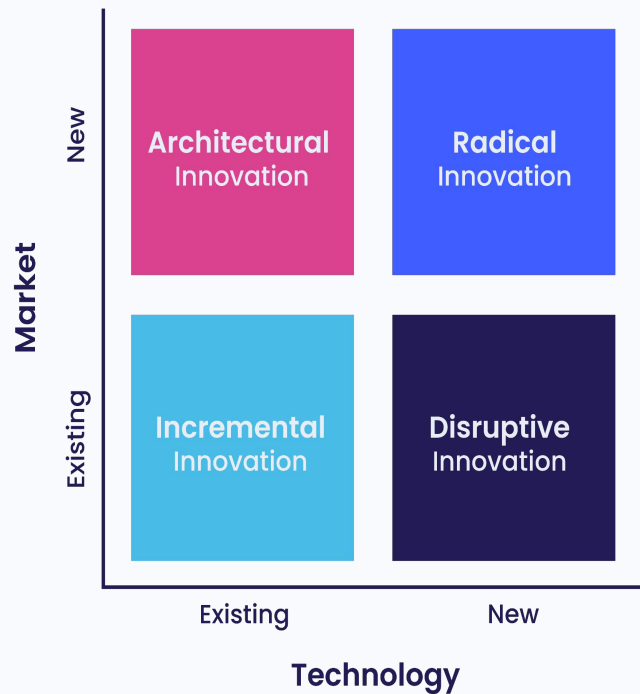
- Clay Christensen



Types of Innovation

The 4 types of innovation represent recurring patterns of how companies innovate. The innovations differ in what problems they solve depending on market and technology.

1. **Architectural innovation** involves modifying existing components of a product for a new market and purpose.
2. **Incremental innovation** entails the gradual yet continuous improvement of existing technologies, products, or processes.
3. **Radical innovation** is about developing technologies, products, or services that entirely replace existing offers and unlock a new market.
4. **Disruptive innovation** results in new technologies, products, concepts, or business models that drive transformation.





4 States of Disruption

You can achieve a better understanding of your industry and its opportunities with the **Four States of Disruption**. The matrix provides an index to measure an industry's current level of disruption and its vulnerability to future disruption.

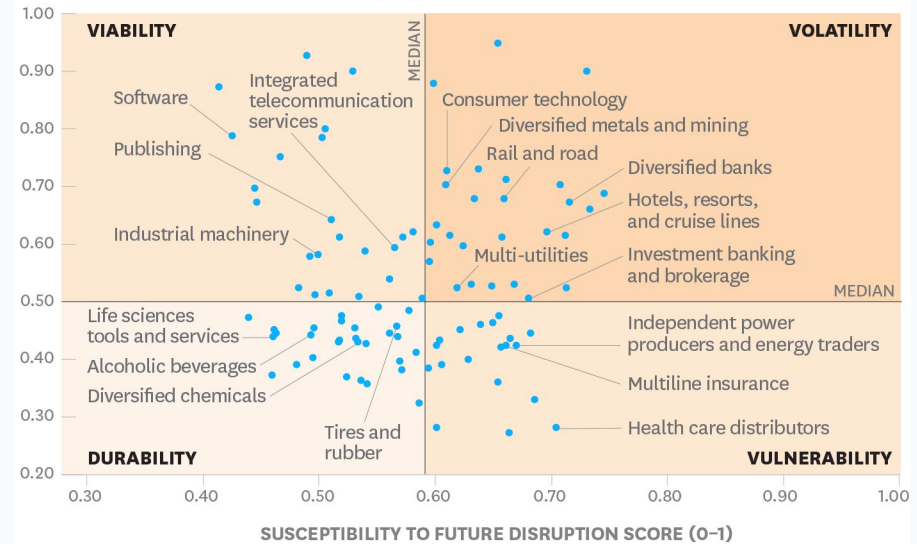
1. **Durability:** low disruption potential, mainly traditional and mature industries.
2. **Vulnerability:** consumer expectations and pressure on the industry are increasing.
3. **Viability:** disruption is a known and expected component.
4. **Volatility:** high level of disruption and ongoing change.

[Read More](#)

The Four States of Disruption

How susceptible is your industry?

CURRENT LEVEL OF DISRUPTION SCORE (0-1)



SOURCE ACCENTURE RESEARCH'S DISRUPTABILITY INDEX, SEPTEMBER 2017

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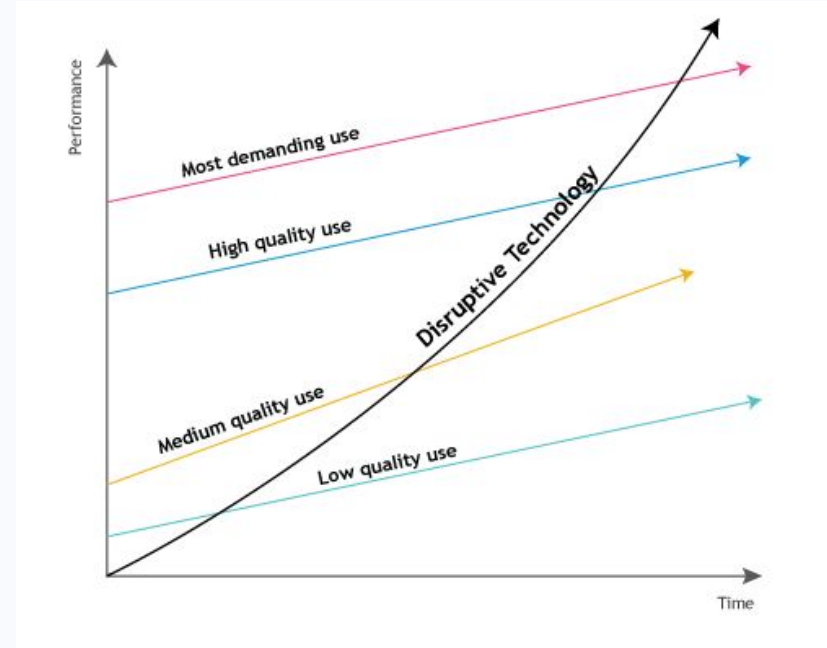
Why Netflix is Disruptive

Disruptive technologies challenge industry leaders that did not innovate fast enough to survive. Let's take a look at arguably the most prominent disruption example in modern times: Netflix.

Read & learn:

- Why disruption is more than a buzzword.
- Basics of disruptive innovation theory.
- What differentiates Netflix from Uber.

[Read More](#)



 THURSDAY - LISTEN

Germany – (Still) a Disruptive Global Player?

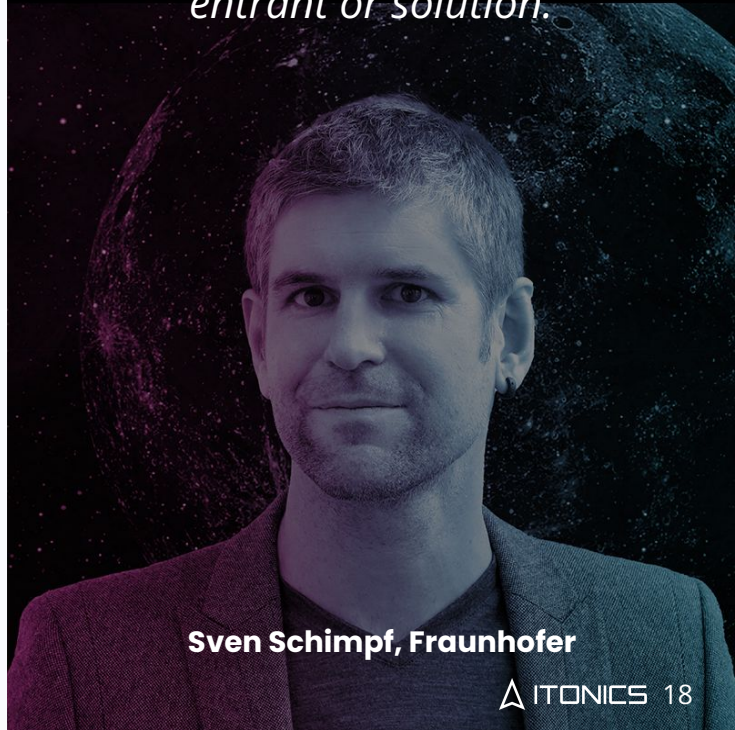
Sven Schimpf from Fraunhofer Group for Innovation Research unpacks two highly relevant studies that provide a glimpse into the future of the German innovation and disruption landscape. Learn more about:

💡 Why it is becoming increasingly difficult for Germany to keep up with the pace of innovation compared to other countries.

💡 Why we need to anchor the topic of innovation more firmly in our learning culture.

More on how disruptive Germany really is [in this episode!](#)

“A perfect indicator for potential disruptions is if the incumbents are joking about something, particularly about a new market entrant or solution.”



Sven Schimpf, Fraunhofer

Tune In

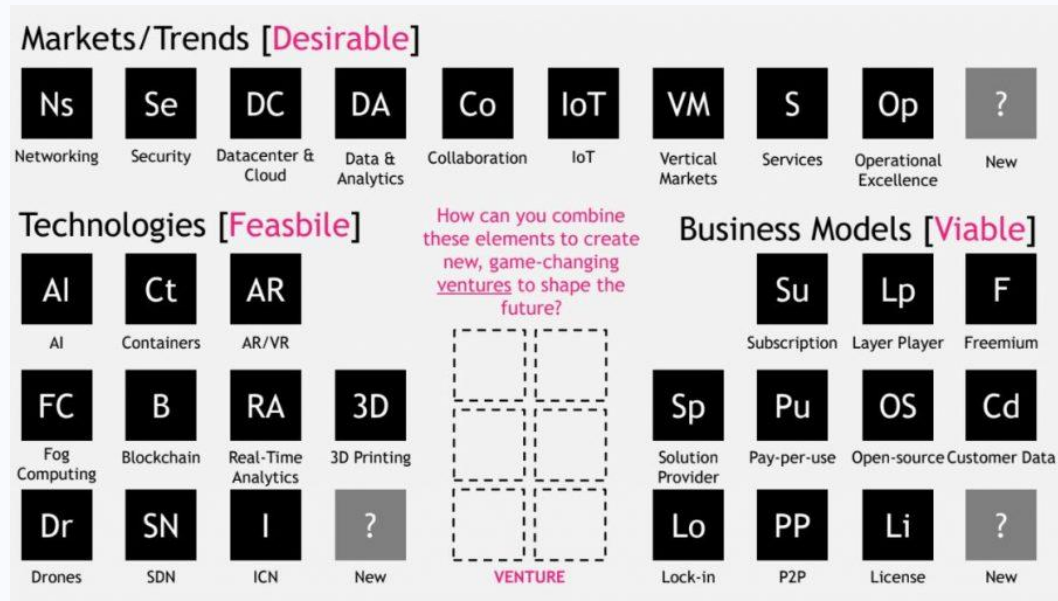


Table of Strategic Elements

With the Table of Strategic Elements (based on Cisco's approach to innovation), you can become a disruptor yourself!

1. What markets, technologies, and business models are driving your company?
2. How can you combine these to create new, game-changing ventures to shape the future?

[Learn More](#)



WEEK 03

Corporate Innovation

As startups increasingly outperform their corporate counterparts, it is imperative for established companies to embrace corporate innovation.

#innovateordie



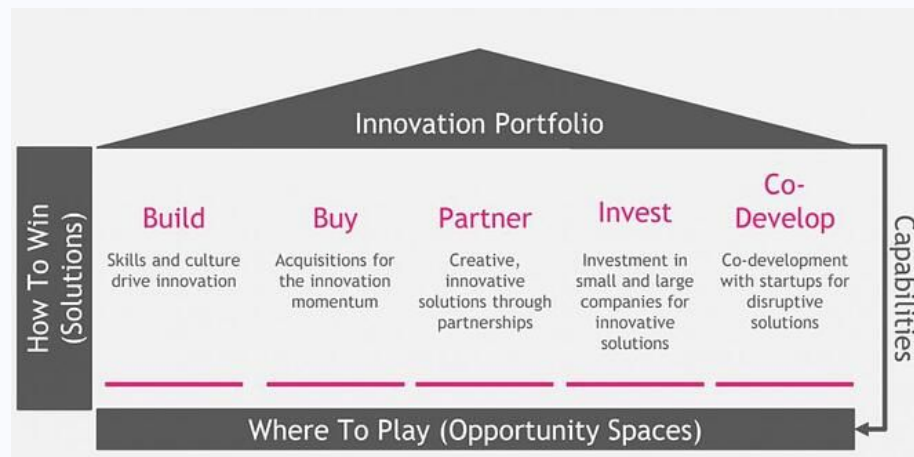
"Innovation. It is the lifeblood of our global economy and a strategic priority for every company worldwide."

5 Pillars of Corporate Innovation

To approach innovation in a corporate context, it helps to look at Cisco's innovation strategy, which is based on 5 pillars.

Whether your team is just launching an innovation strategy or trying to improve its existing roadmap, the 5 pillars provide a blueprint that any team can use to embark on an innovation journey.

1. **Build:** drive innovation from inside an organization.
2. **Buy:** acquire leading innovators and their key talent.
3. **Partner:** engage with other tech and service companies.
4. **Invest:** allocate funds to partners with high potential.
5. **Co-develop:** prototype disruptive solutions together with startups, academia, and scientific institutions.





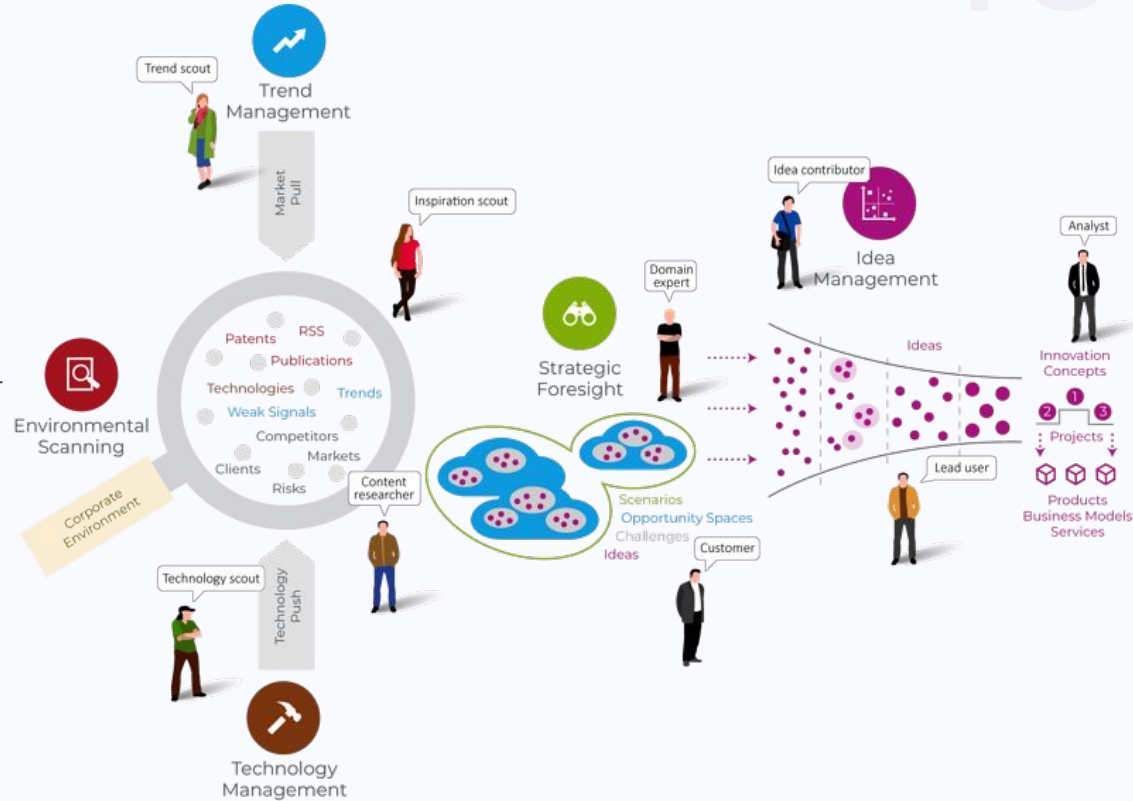
TUESDAY - UNDERSTAND

Day 16

Corporate Innovation Community

To create, shape, and disseminate all these innovation activities, you need a strong innovation community made up of in-house experts as well as external partners.

1. Identify the different **internal players** in your innovation management process.
2. Stimulate innovation and tackle internal challenges with **external knowledge** and support.
3. Connect the two sides on a **digital community** and collaboration platform.



[Read More](#)



WEDNESDAY - READ

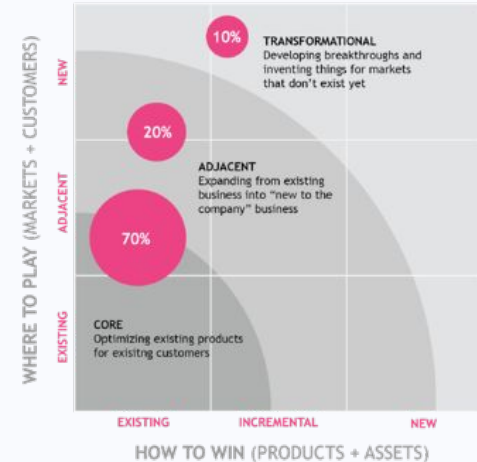
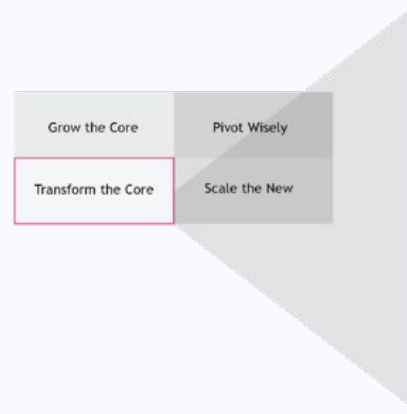
Day 17

How Companies Innovate at Scale

You are probably asking yourself now: How can I develop and implement more ideas? How can I get better ideas faster? Do I just need more people? In this article, we shift the focus from individuals to the innovation system as a whole.

Read & learn:

1. Difference between ideators vs. implementers.
2. 4 states of disruption.
3. Relevance of balanced innovation portfolios.
4. Table of Strategic Elements.
5. 5 pillars for new innovation opportunities.
6. How automation will bring innovation to the next level.



[Read More](#)

 THURSDAY - LISTEN

When Innovation Theater Kills Innovation

In this episode, we talk to Noelia Almanza Ahari about the phenomenon of the innovation theater.

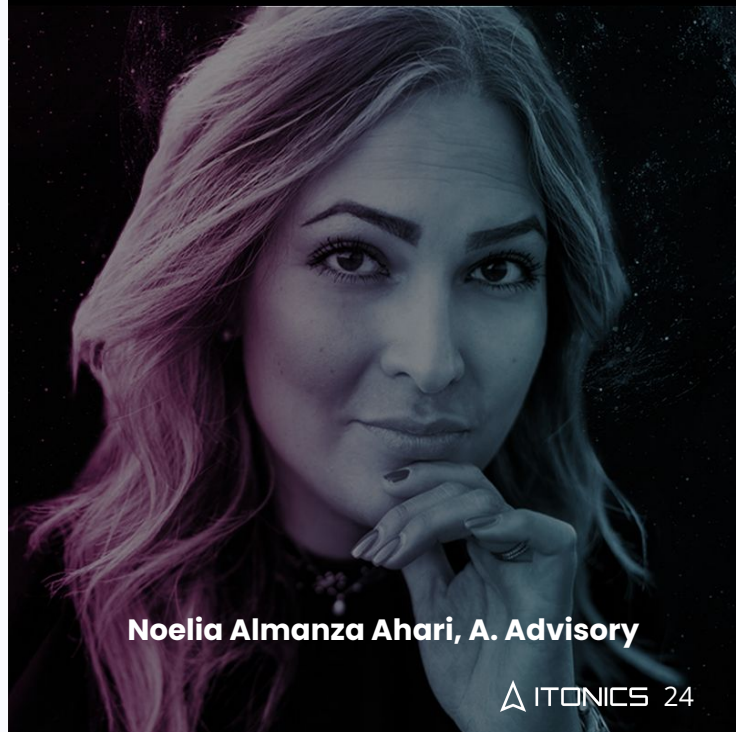
- 💡 What is actually innovation theater in the context of corporate innovation?
- 💡 Why do so few people talk about it?
- 💡 What danger is hidden behind it for companies and innovation managers?

More about why innovation theater kills innovation [in this episode!](#)

Tune In



“The worst thing about working in innovation is innovation theater, and innovation fatigue, which you can sort of die from as an innovation manager.”



Noelia Almanza Ahari, A. Advisory

ACTION FRIDAY - ACT

Join a Community of Innovation Rockstars!

Now that you're equipped with the basics in innovation, keep yourself up to date: get regular insights on innovation topics as well as best practices from innovation practitioners from the world's most innovative companies.

🚀 Join a community of 12,000+ Innovation Rockstars and [subscribe to the ITONICS Newsletter](#) today.

⚡ Also, if you don't already, **follow ITONICS on social media** and never miss new blog posts and podcast episodes.

Subscribe



Welcome to the Next Level – Innovation Rebel!

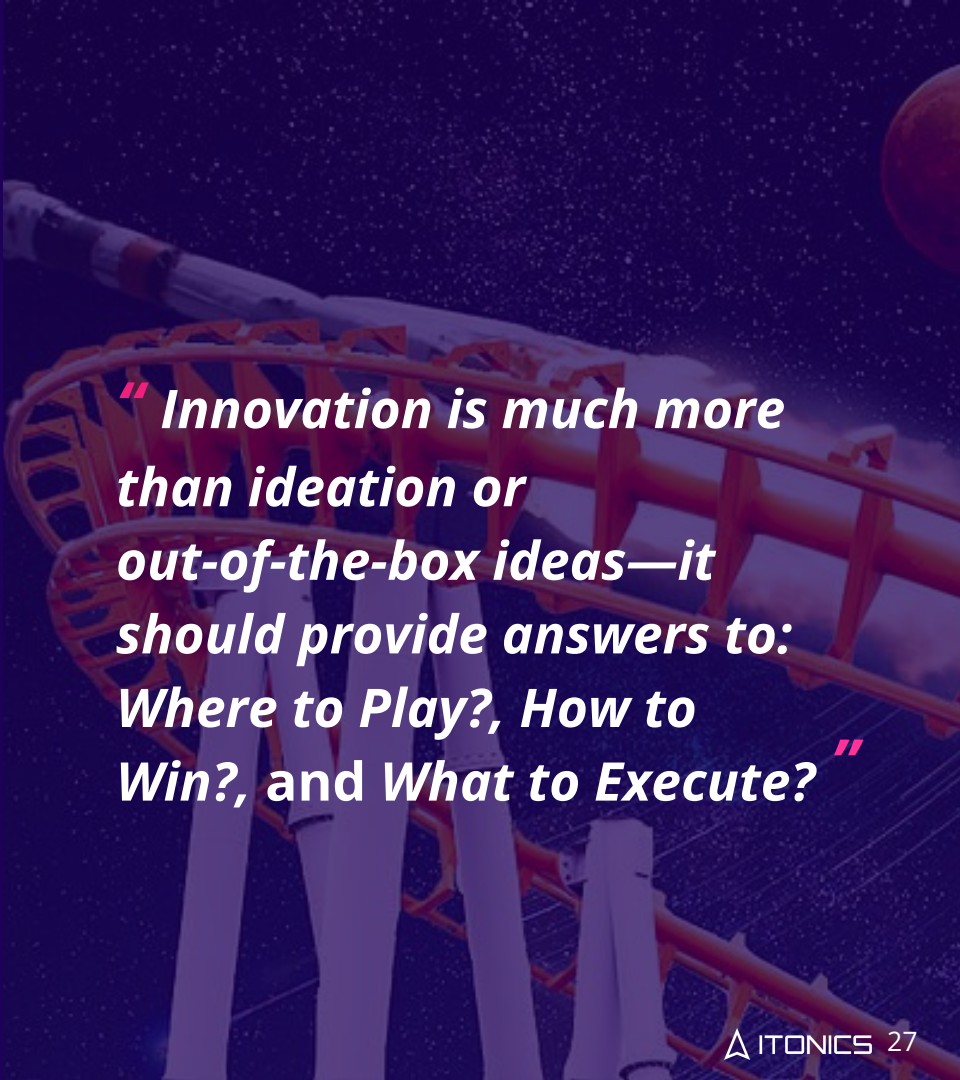


WEEK 04

End2End Innovation Process

To emerge as a winner in the battle for attractive future markets, you need to be able to channel the flood of information and transform it into new products and business models.

#fromstrategytoexecution



“ Innovation is much more than ideation or out-of-the-box ideas—it should provide answers to: Where to Play?, How to Win?, and What to Execute? ”

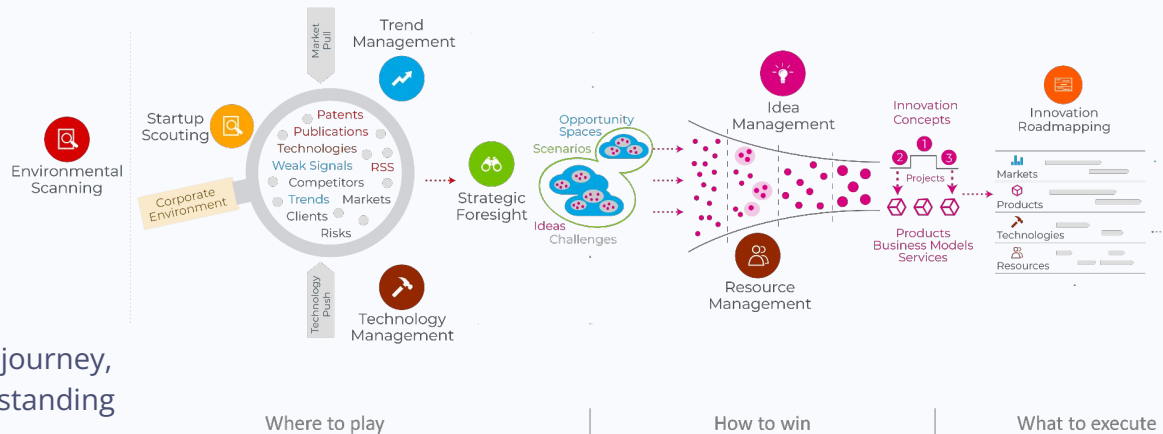


The Innovation Big Picture

The ITONICS **Innovation Big Picture** gives you a **holistic overview** of the innovation value chain.

1. Where does innovation start?
2. Where does it end?
3. How do individual measures within the innovation process interact and depend on each other?

If you're at the very beginning of the innovation journey, it's best to first zoom out—developing an understanding of the bigger picture.





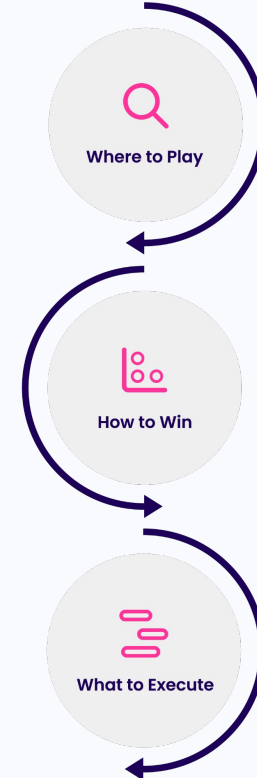
Where to Play, How to Win, What to Execute

It's important to remember: innovation starts with information, not with ideas. Keeping in mind these 3 strategic questions ensures a holistic strategy:

- **Where to Play?** Identify trends, technologies, and startups that impact the corporate environment and derive opportunity spaces.
- **How to Win?** Targeted idea development—from ideation to an evaluated innovation portfolio.
- **What to Execute?** Enrich and develop high-potential ideas and construct them into precise business models.

An **end2end innovation process** goes from scanning a business environment to planning future innovation initiatives on a roadmap.

[Get the Innovation Big Picture for a holistic overview!](#)





WEDNESDAY - READ

Day 24

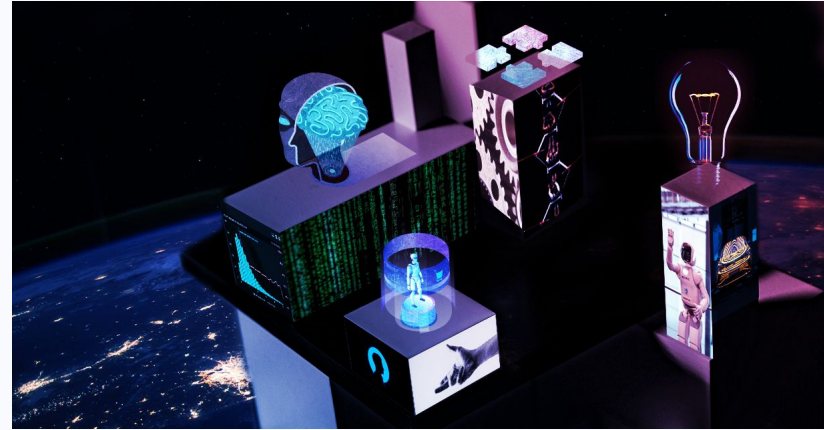
Innovation: More than Just Ideation

For businesses today, effective strategy and innovation management is critical for driving digital transformation. This requires robust approaches and tools that enable collaboration and agility.

Read & learn:

- Why 'ideation' has been overused as a synonym to 'innovation'.
- The process of integrated innovation management.
- The three areas *Where to Play*, *How to Win*, and *What to Execute* in more detail.

[Read More](#)



 THURSDAY - LISTEN

A Blueprint for Systematic Innovation Management

In this episode, Roman Šiser, Innovation Manager at ŠKODA AUTO, takes us on their innovation journey and explains how innovation management has changed in recent years.

💡 How ŠKODA AUTO developed a systematic approach to innovation management.

💡 How to move from inspiration and information to innovation.

More about ŠKODA AUTO's blueprint for systematic innovation management [in this episode!](#)

Tune In



“The right innovation starts with inspiration.”



Roman Šiser, ŠKODA AUTO a.s.

Start Your Digital Innovation Journey!

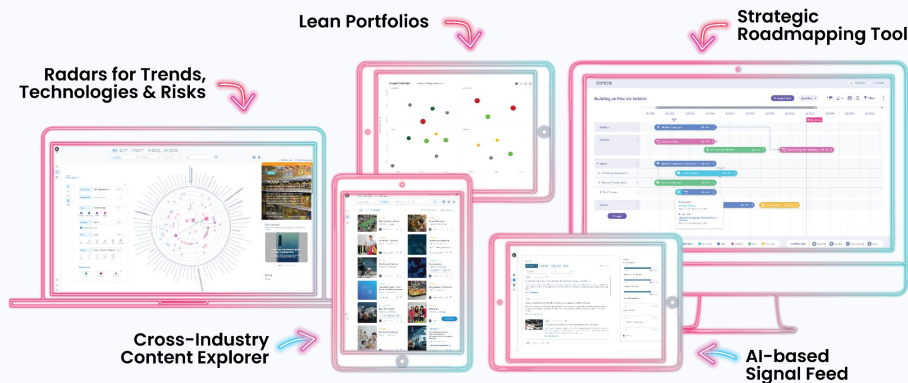
Before you deep dive into the three areas of the end2end innovation process and learn how to apply Where to Play, How to Win, and What to Execute in practice—**take the first step towards a more innovative future today!**

 **Sign up** for the 30 day free trial of the ITONICS Innovation Platform and start building your own digital innovation ecosystem.

In the next weeks, you'll learn how to use the various tools and identify new business opportunities.

Need support to get started? Visit our [help center](#)!

Get Started



WEEK 05

Where to Play: Environmental Scanning

Now, before you jump into new ideas, you should first do some homework.

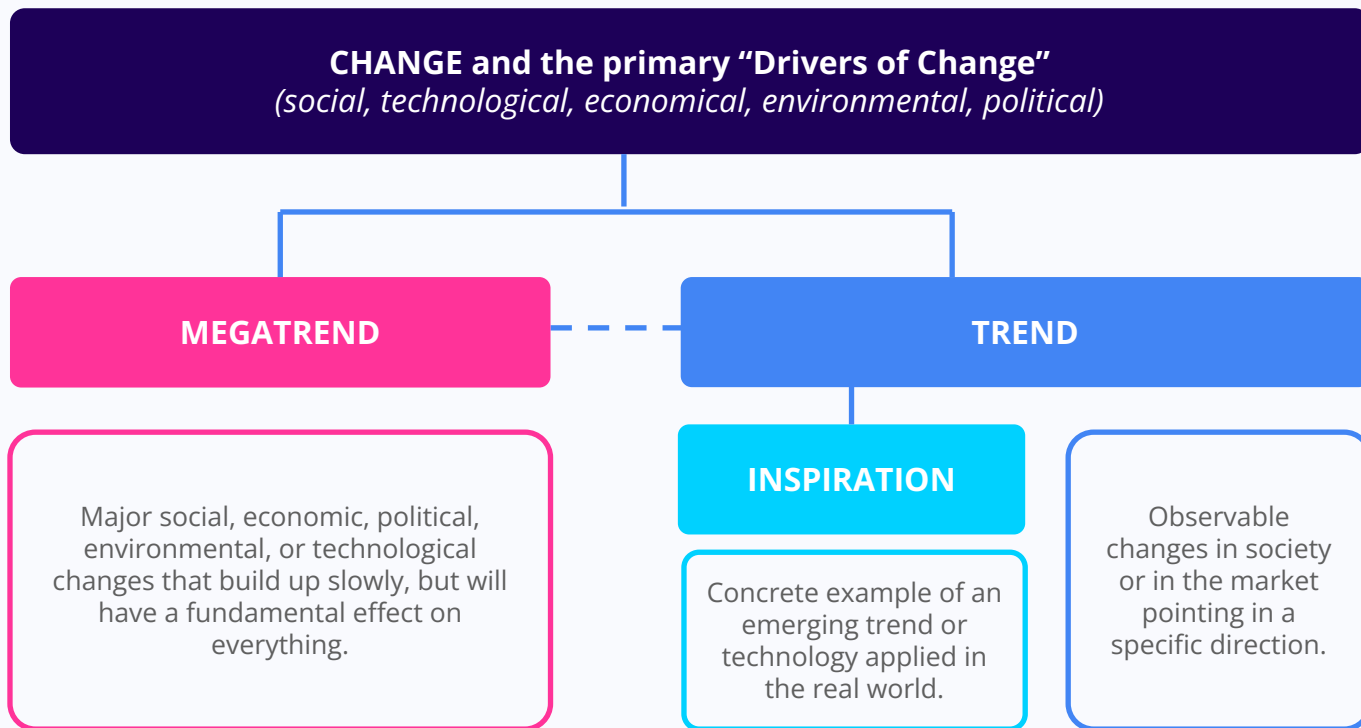
#innovationplayground



“ The goal of ‘Where to Play’ is to identify the drivers of change, trends, technologies, and startups that are shaping your business environment. ”



Tree of Change



More around drivers of change influencing the current trend landscape.



Trend Hierarchy

	Description	Effect duration	Scope	Examples
Megatrends	Major social, economic, political, environmental or technological changes	25-30 years	Impacts all areas of life worldwide	Urbanization Sustainability Digitalization Inclusivity
Macrotrends	Observable changes pointing into a specific direction	5-10 years	Widespread, but not necessarily affecting all actors and regions	Mobility ecosystems Climate-friendly diets API economy Financial literacy
Microtrends	First concrete signs of emerging trends	3-5 years	Frequently limited to certain regions and markets	Micro-mobility Carbon labeling Composable enterprises Fin-fluencers

More on [understanding trends](#).



Why Companies Should Start Scouting

As a key environmental scanning activity, scouting refers to the process of observing shifts and developments. It involves collecting data, contextualizing change to uncover discernible patterns as weak signals, and identifying trends, technologies, and startups that hold both impact and relevance.

- **Trends** are an indication of market pull, guiding innovators in knowing what consumers need, desire, and occasionally demand.
- **Technologies** are an indication of market push, enabling new business models, products, and services.
- **Startups** hold potential relevance and impact in your (business) environment.

[Read More](#)



Corporate Foresight at Intel

Director Strategy Office Data Center and the AI group at Intel Corporation takes us behind the scenes of Intel's Foresight Program For Emerging Trends.

💡 Is Moore's law still meaningful enough nowadays?

💡 What are the key dos and don'ts when it comes to enabling foresight in a global company like Intel?

More about enabling foresight in a global company like Intel Corporation [in this episode!](#)

Tune In



“Talking to colleagues and fellow travelers outside of Intel can be the most exciting and complex area in the context of trend scouting.”

John Miranda, Intel Corporation

Identify the Game Changers for Your Industry

The ITONICS Industry Radars and accompanying reports present current game-changing technologies impacting innovation in seven different leading industries. So today is all about getting you up to speed with the game changers in your industry!

1. Access the ITONICS Industry Reports

- [Automotive](#)
- [Banking & Finance](#)
- [Energy](#)
- [Food & Drink](#)
- [ICT](#)
- [Insurance](#)
- [Retail](#)

More Reports

2. Deep dive into the ITONICS Industry Radars

1. Go to the ITONICS Showroom workspace in your FREE TRIAL system.
2. Navigate to Radar via Explorer.
3. In Advanced Filtering, select the Saved Filter for your industry.
4. You can filter down the Radar by selecting which Elements you want to view.

Test It

WEEK 06

Where to Play: From Trends to Opportunities

This week is all about reaping the rewards of your environmental scanning efforts through opportunities.

#spottingchange

A hand holding a pencil is pointing at a drawing of a person on a diving board. In the background, there is a drawing of an airplane. The entire scene is overlaid with a semi-transparent purple rectangle.

“ Without change, there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable. ”

- William Pollard



From Change to Opportunities

In week #2, we talked about disruptive innovation. Identifying innovation opportunities brings you a little closer to this concept. Here's where your environmental scanning activities pay off.

Beneficial innovation opportunities can be discovered by connecting the dots between diverse pieces of information that you may already know, and putting them together in a new way that breaks a pattern.





Opportunity Space Canvas

3 Relevance

- Why is this opportunity relevant for the identified target group?
- Which (hidden) needs does this opportunity space address?
- How certain is this opportunity?
- Do we have the capabilities to exploit the opportunity?

2 Target Group

- Which (new) markets or customer groups do we want to address?
- For whom are we creating value?

Innovation Potential 4

- Can we disrupt existing value chains or ecosystems with this opportunity?
- Can we enter new markets?
- Can we create entry barriers for future competitors?
- Can we create new business models in this opportunity space?

Related Trends, Tech, Inspirations 1

- Which trends and technologies inform the opportunity space?
- How do other businesses apply these trends and technologies?

Opportunity



Spotting Innovation Opportunities

You now know that innovation opportunities are advantageous spaces in which to innovate and grow. They provide a starting point for the development of ideas for products, services, or new business models. Why is it important to take this upstream step in the innovation process?

Read & learn:

- Why good ideas do not help companies survive in the market in the long term.
- Where and how to start with opportunity identification.
- How to link the internal with the external company perspective.

[Read More](#)



The Golden Age of Strategic Foresight

In this episode, Lieutenant Colonel Dr. Jake Sotiriadis gives us a glimpse into:

- 💡 How the United States Air Force conducts strategic foresight.
- 💡 The recently released Global Futures Report.
- 💡 Why we are currently in the midst of the golden age of strategic foresight and why, in this context, it's high time to talk about new job roles.

More about strategic foresight [in this episode!](#)

Tune In



Day 39

“The COVID-19 pandemic was really the catalyst for this new renaissance that we're living in strategic foresight, and there just couldn't be a better time than now to be involved with that topic.”

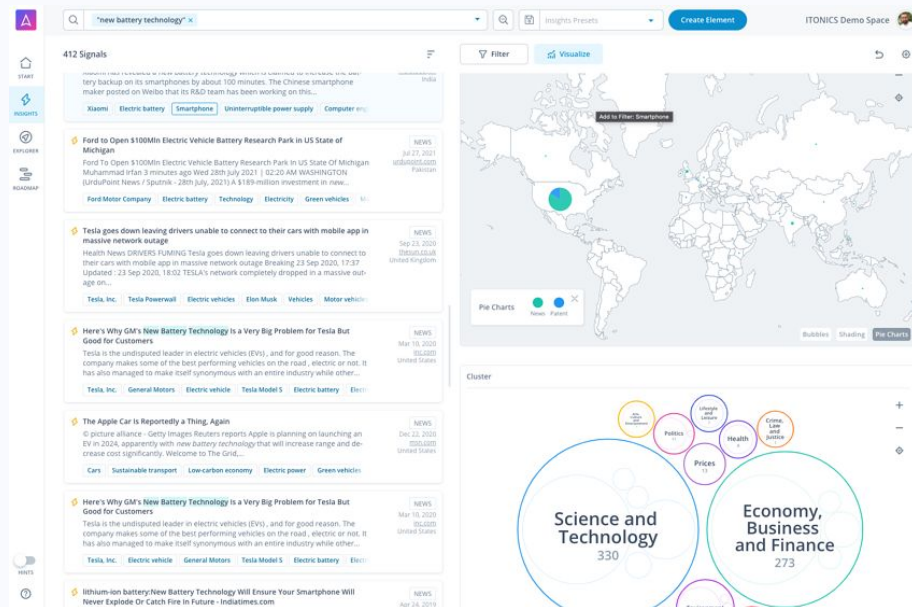


Dr. Jake Sotiriadis, U.S. Air Force

Fuel Your Opportunity Identification

As an engine for environmental scanning, ITONICS Insights enables you to scan millions of verified sources in real-time to reveal competitive intelligence.

1. Insights automates how you scan and scout, and enables you to scan millions of data points.
2. You can centralize your research to enable unified views and standardized processes.
3. Fast-track the process of deriving insights from data with easy filtering and dynamic data visualizations.
4. Enable collaborative scouting and improve alignment and results.



[Test It](#)

[Learn More](#)

WEEK 07

How to Win: Ideation & Portfolios

In this stage, ideas are brought into play. Strategic fields of innovation identified in 'Where to Play' can be directed towards targeted idea development and management.

#bringopportunitiesalive



“ ‘How to Win’ addresses targeted idea development—from ideation to an evaluated innovation portfolio. ”



The Cisco Innovate Everywhere Challenge

Cisco, market leader in the IT & technology sector, exemplifies a company that continues to disrupt its marketplace. In 2015, Cisco kicked-off its first company-wide innovation challenge. The goal:

- **Drive disruptive and entrepreneurial thinking across all business units, functions, and regions.**
- **Capture game-changing ideas and innovation opportunities from Cisco employees.**
- **Grow and enhance collaboration across all functions.**

[Get the full success story for free](#) and learn more about how an innovative company implemented a world-class innovation ecosystem!



Download

Learn More



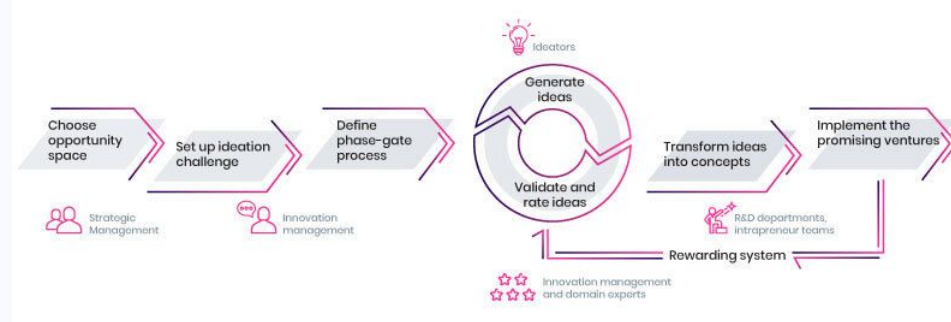
Ideation Defined

Ideation is a creative and systematic method for generating valuable ideas and refining them further in a **multi-stage process**. A proper ideation process can answer some key questions within your innovation journey:

- Which strategic innovation fields are necessary for new products and services?
- How do I set up targeted ideation campaigns and who should contribute?
- How do I transform ideas into concepts, products, and solutions?

► Get a thorough understanding of **corporate ideation** and different approaches, such as **design thinking** and **idea portfolios**, [in this ultimate guide!](#)

Ideation Guide





The 70:20:10 Rule of Innovation

In week #3 you learned about the relevance of balanced innovation portfolios to innovate at scale.

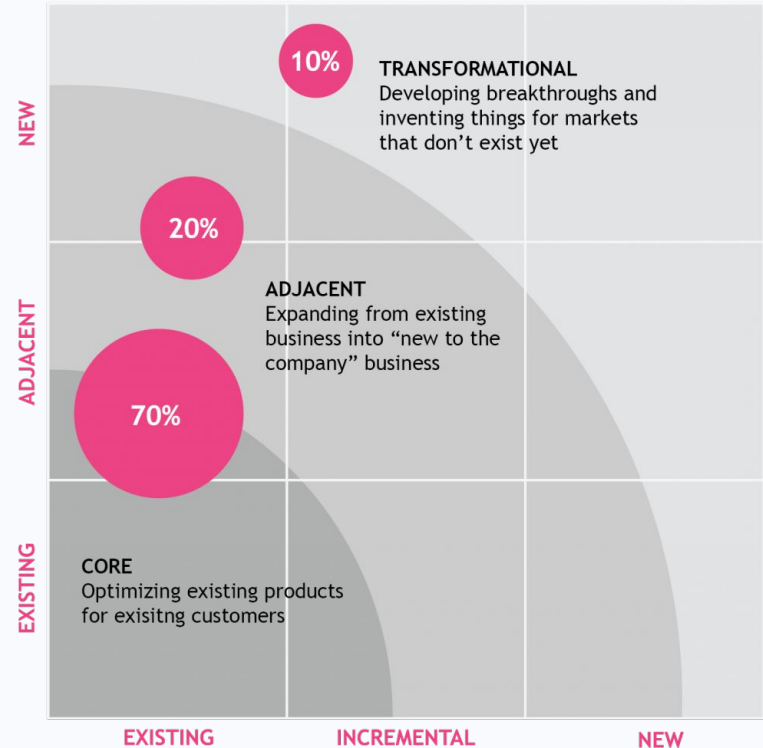
Companies with comprehensive innovation management invest simultaneously on three levels of innovation—core, adjacent, and transformational innovation. The 70:20:10 model suggests the following balance between these levels:

- **70% core innovation**
- **20% adjacent innovation**
- **10% transformational innovation**

The main idea of the model is simple:

You have to focus on your core responsibilities to get the company running. But if you only focus on the core, you'll have a hard time evolving or gaining a competitive advantage.

[Read More](#)



The Thales Design Journey

Some years ago, THALES understood that technology-driven innovation alone, could not address the full spectrum of business challenges. In this episode, you will be taken on their design journey and get insights on:

💡 How THALES addresses the growing need for **human-centered innovation** through **design thinking** to drive better solutions and competitive advantage.

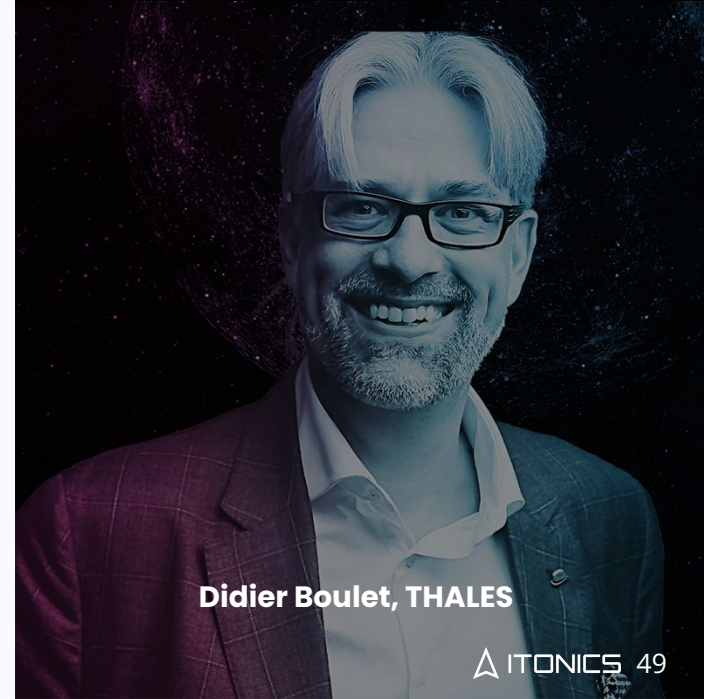
💡 What is needed to create a global design thinking network.

More about how THALES leverages design thinking effectively for ideation [in this episode!](#)

Tune In



“If you're trying to design the right solution, you need to make certain you're addressing the right problem.”



Didier Boulet, THALES

Activate Participation and Encourage Collaboration

At the very heart of structured ideation processes lies the **ideation funnel**. An ideation funnel enables you to systematically process and evaluate ideas and find the gold nuggets amongst them.

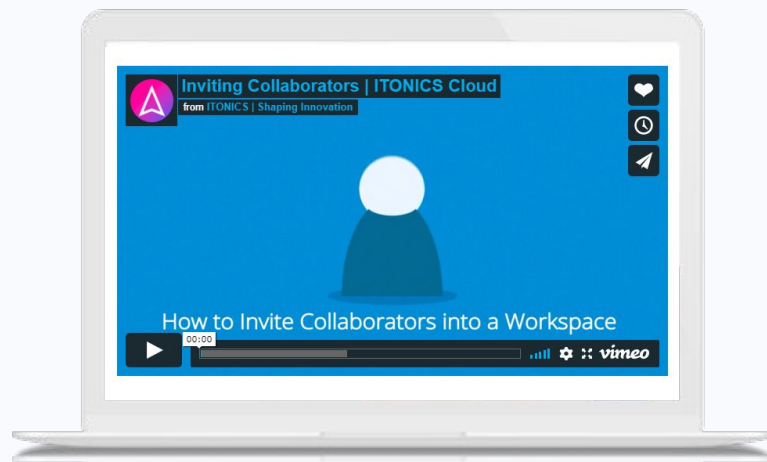
On the ITONICS Innovation Platform you can leverage your colleagues' creativity and know-how, and ideate collaboratively.

Get started:

1. Create an organization on the platform ([how-to video](#)).
2. Invite your colleagues as users to the organization ([how-to video](#)).
3. To structure your organization, set up a workspace within your organization ([how-to video](#)).

Get Started

How To Co-Create



WEEK 08

What to Execute: Roadmapping

You have reached the final step of the end2end innovation process: What to Execute. This week is fully dedicated to the roadmapping method.

#roadtosuccess

A vintage television set is shown against a dark, starry background. The screen displays a perspective view of a road with white dashed lines, leading towards a modern, curved building under a blue sky. The quote is overlaid on the right side of the screen.

"Roadmaps play a critical role in analyzing demand and solution drivers to develop an efficient, evidence-based innovation strategy."

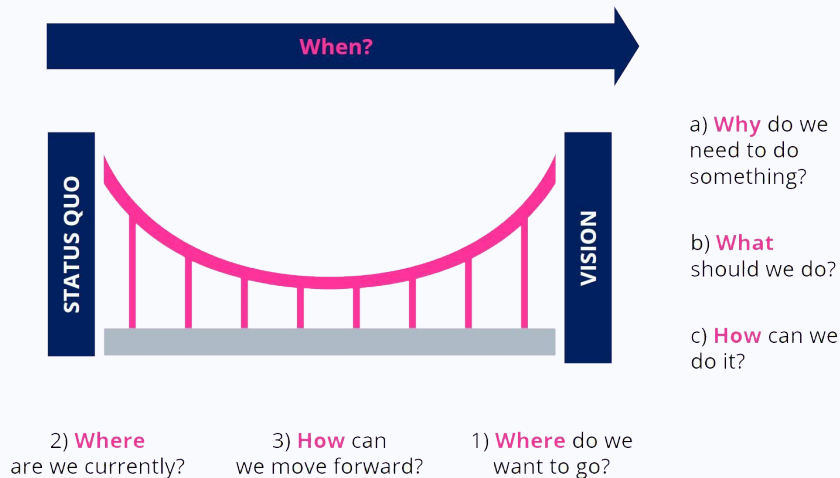


Roadmapping Defined

Roadmapping is a method for strategic long-term planning, implementation, and visualization of innovations, products and technologies—broken down to the necessary resources, steps, and milestones and aligned with the corporate strategy. It pushes your business from the status quo to a desired future visionary state.

Roadmapping answers different kinds of questions:

- Which trends and markets will influence our future business?
- Which products do we want to offer?
- With the help of which technologies, competencies, and resources can we achieve our goals?



Roadmapping Guide



TUESDAY - UNDERSTAND

Day 51

Roadmapping in Practice

Depending on the objective and the company, different roadmapping dimensions must be considered.

Essentially, we differentiate three dimensions:

1. **Timeframe:** Would you like to develop a short-, medium-, or long-term roadmap?
2. **The degree of detail:** To what depth and with what details is the roadmap drawn up?
3. **Type of roadmap:** What should be identified?

Dive Deeper





WEDNESDAY - READ

Day 52

Achieve Your Innovation Goals with Roadmaps

Developing objectives and setting benchmarks of success is critical for an organization's innovation journey. A roadmap is a representation of the milestones and deliverables required to manage the transition of an organization from its current state to a future state over a specific time period.

Four critical roadmapping criteria help maximize the efficiency of an innovation roadmap to achieve your goals:

- Simplicity
- Collaboration
- Goal-orientation
- Alignment

[Read More](#)



 THURSDAY - LISTEN

Roadmapping: A Road to Success?

Get practical tips and learn more about the six questions to be answered with roadmapping:

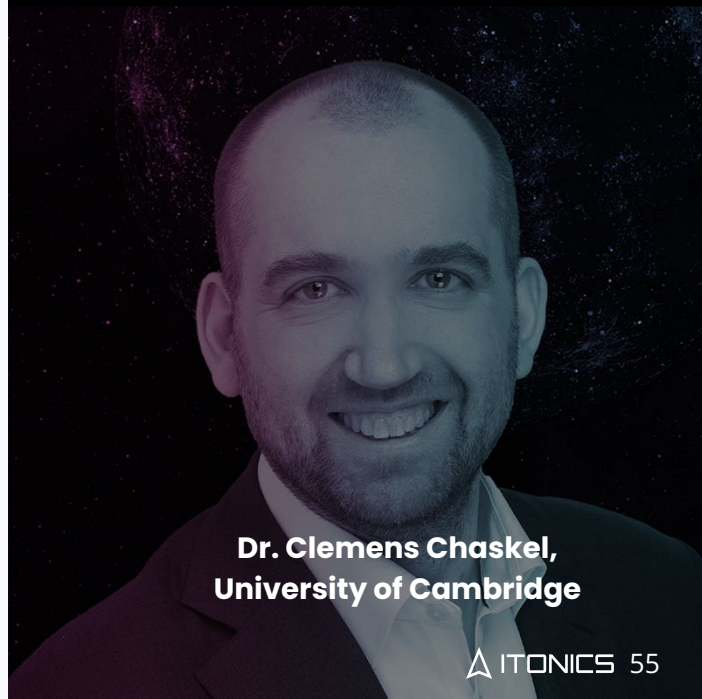
- 💡 Where do we want to go?
- 💡 What is our starting point?
- 💡 What are the steps that take us forward?
- 💡 Why do we want to do something different now?
- 💡 What do we want to do?
- 💡 How do we achieve that?

More about purpose-driven innovation and the value of teamwork [in this episode!](#)

Tune In



“Roadmapping is something that kind of flies under the radar and once you actually use it in your organization, it can bring tremendous benefits.”

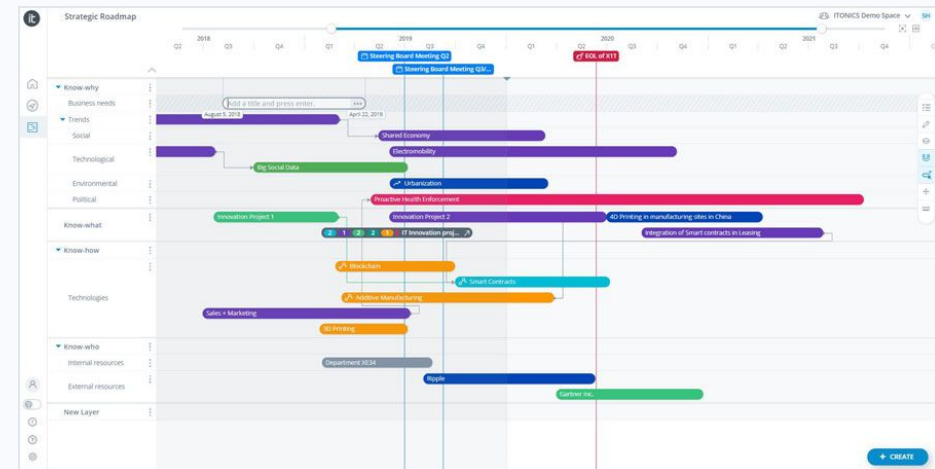


Dr. Clemens Chaskel,
University of Cambridge

Take Your Strategic Planning to the Next Level!

As a digital planning tool, ITONICS Roadmap enables you to integrate strategy into day-to-day life of your entire company. How to get there:

1. Define individual goals.
2. Agree on the type of roadmap, timeframe, and degree of detail.
3. Involve stakeholders and create commitment.
4. Create roadmap structure and process.
5. Integrate the roadmap into higher-level innovation management.
6. Frequently update and communicate the roadmap.



[Learn More](#)

[Test It](#)

Become a True Innovation Rockstar!



WEEK 09

Scenarios

Scenarios are for true innovation rockstars. That's why this week is entirely devoted to scenario analysis and planning.

#picturesofthefuture



"Talking about scenarios, we are talking about the future. Scenarios are projections of how the world around us will look."

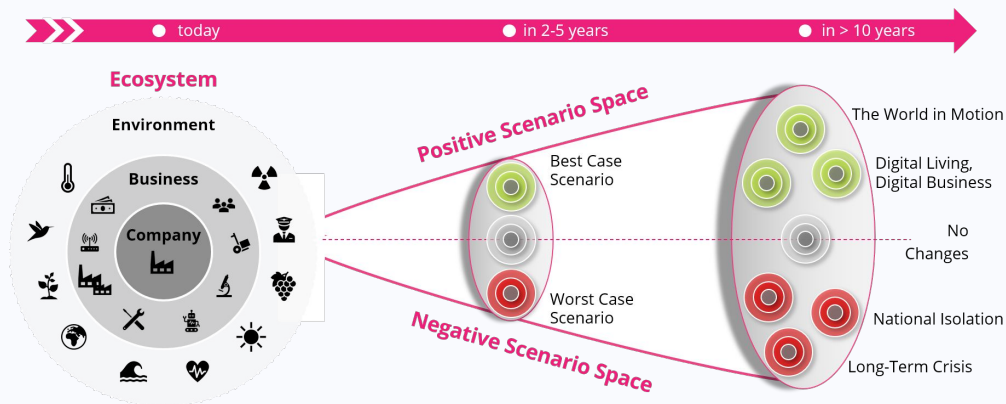
Scenarios Defined

In today's world of high uncertainty and increasingly frequent "black swan" events, organizations need collaborative, adaptive tools for preparing themselves and developing strategic responses continuously. Scenario planning and scenario impact analysis are among such tools.

As projections of the world around us, scenarios help to define the positive or negative developments which may unfold in the future.

Scenarios help you to:

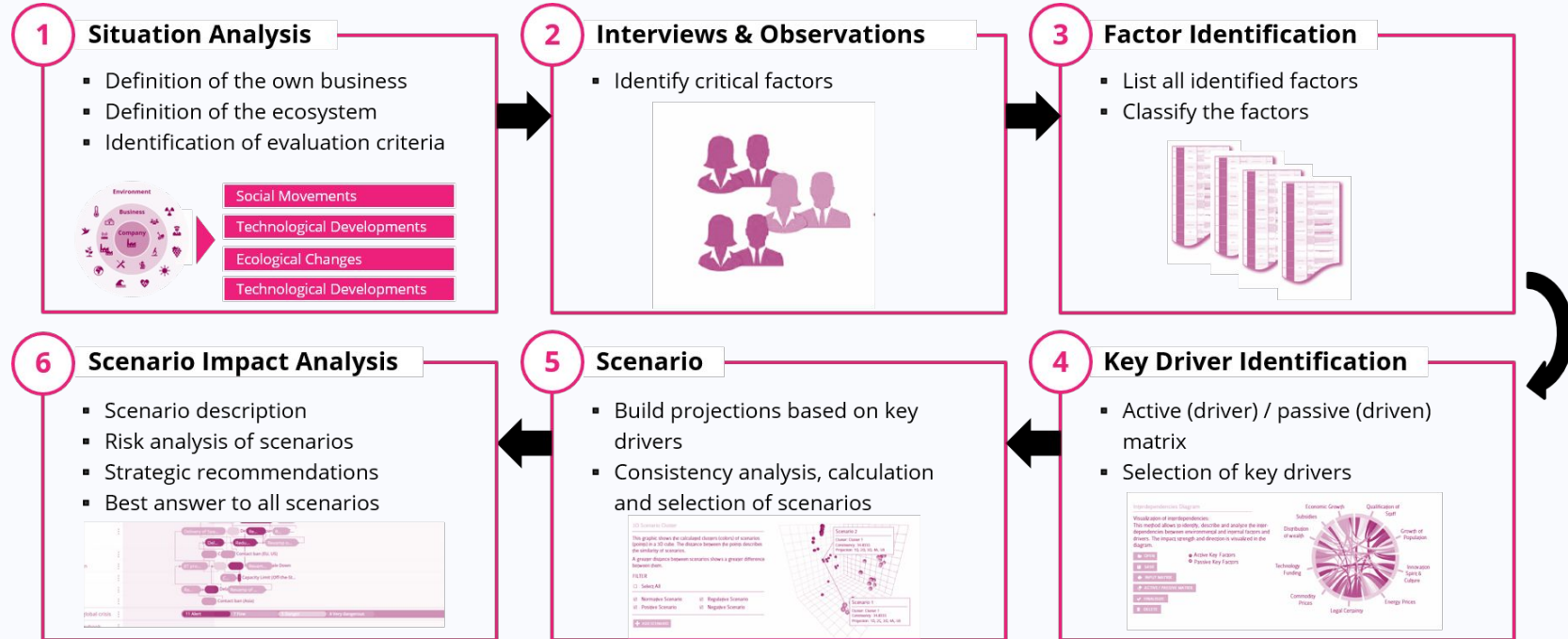
- Ensure the viability of your company.
- Understand your future environment.
- Prepare for the future.
- Shape the future.





Scenario Analysis Step-by-Step

Key drivers, projections, and consistency analysis create scenarios.





Scenario Planning: Pictures of the Future

While scenario analysis develops from trend analysis and forecasting methodology, scenario planning goes one step further to think about how the future might look.

You will use scenario planning when:

- There's a high level of uncertainty and your organization doesn't have a clear perception of future opportunities.
- The implications of unexpected events put the company at material risk and hold a high cost.
- Your organization is locked down in operationalized routines.

[Read More](#)



Scenario Impact Roadmapping

In talking about scenarios, we are talking about the future. Scenarios are projections of how the world around us will look. In this masterclass, you will get insights into:

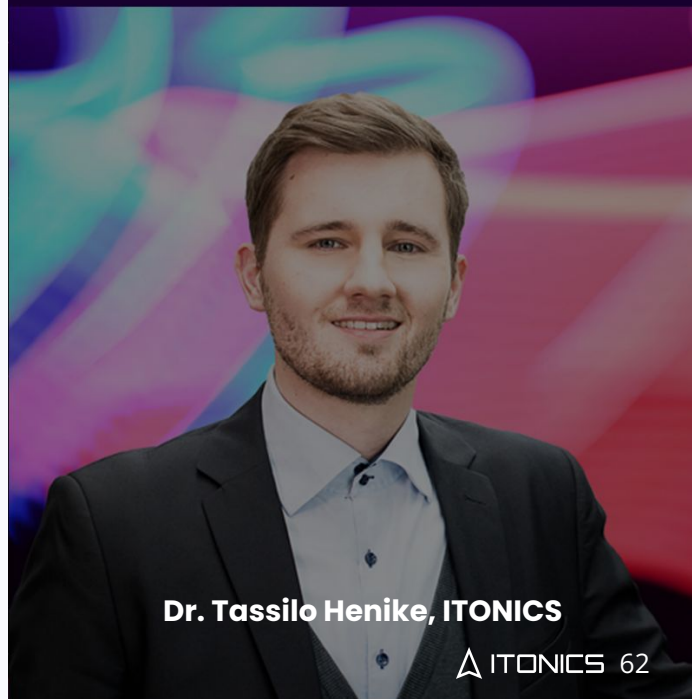
- 💡 The steps of the classical scenario analysis.
- 💡 How to get started with scenario analysis.
- 💡 How to create scenarios for your own company using software.

More about scenario analysis and planning and which tools will help you get started [in this webinar!](#)

Tune In

Playbook

“Scenario-based planning is essential to ensure the viability of your company, but only if you do not just stop at generating scenarios but track the actual impact on your business.”



Dr. Tassilo Henike, ITONICS

Start Planning Your Future Scenarios

In the previous webinar on **Scenario Impact Roadmapping**, we shared:

- What a scenario is.
- Why it is important for end2end innovation management.
- How to generate scenarios.

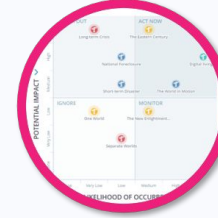
Now it's your time to act!

Test It

Trend Radar



Scenario Space Matrix



Roadmapping



Create a Radar Visualization of Industry Trends

Relate Elements to Each Other

Create Elements

Visualize Elements on the Portfolio Visualization

Use Portfolio Zones

Edit Portfolio Visualization

Create a New Roadmap

Create/Add a Layer on the Roadmap

What is an Activity?

WEEK 10

Communication & Commitment

Commitment to innovation activities is key to success. This week you'll learn all about effective communication and achieving engagement across an organization.

#empowereverybodytoinnovate

A hand holding a megaphone, symbolizing communication. The background is a deep blue with a faint, textured pattern that resembles a globe or a network of connections.

"Disseminating information in appropriate ways invites awareness, confidence, and participation of all stakeholders in achieving innovation goals."



MONDAY - INSPIRE

Day 64

Why Communication & Commitment Matter

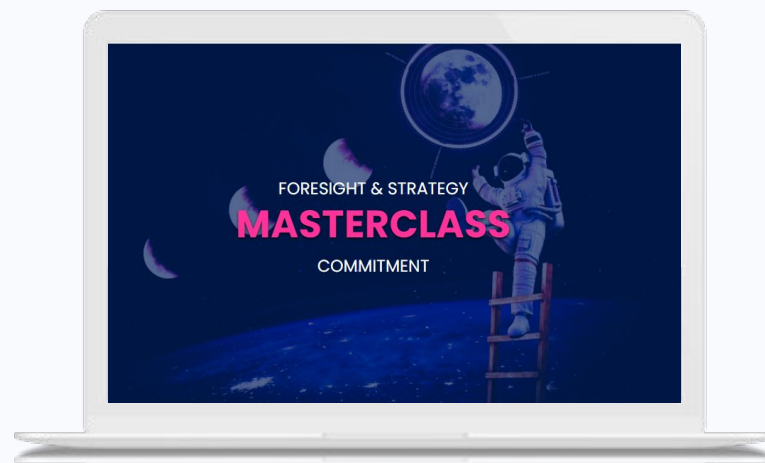
Get a first idea of the role commitment and communication play within the end2end innovation journey in our masterclass sessions.

- **Commitment**: How to get management buy-in and commitment for innovation goals.

Watch Now

- **Dissemination & Communication**: How to communicate innovation goals throughout an organization.

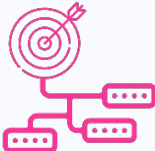
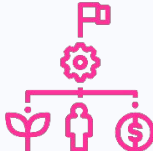
Watch Now





Growth Boards as Best Practice

Innovation growth boards have emerged as a best practice to gain management buy-in and commitment toward meeting innovation goals.

1. Establish growth board	2. Create growth missions as intentional constraints	3. Manage portfolio of growth experiments	4. Review and align the growth portfolio
			
Select members of the executive leadership team to serve on the growth board and meet regularly to review, discuss, and ultimately support, fund, or kill new growth initiatives.	Define growth mission(s) with firm criteria to help guide selection of opportunity spaces and action fields. Filter out opportunities that are not strategically aligned.	Establish a step-based funding approach to assign funding and resources based on the stage and results of the growth experiment (i.e., idea).	Use set criteria to review growth experiments and determine what to proceed with and how while balancing risk and resources.

[Learn More](#)



WEDNESDAY - READ

Day 66

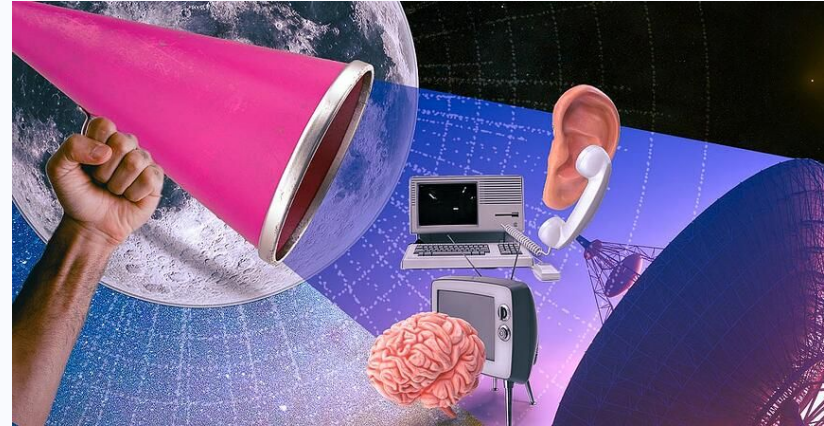
How to Communicate Strategic Innovation Activities

Intentional communication and dissemination of innovation objectives and activities to all stakeholders increases visibility, transparency, and collaboration in your organization.

Successful communication throughout the end2end innovation journey relies on the following pillars:

- Identification of key stakeholders
- Development of a common language
- Establishment of a single point of truth

[Read More](#)





THURSDAY - LISTEN

Innovation Growth Boards: Insights from Practice

In this episode, you'll get practical insights into how innovation growth boards work at Moody's Analytics:

- 💡 What it takes to build an innovation growth board.
- 💡 How to gain commitment and support from the senior-most level.
- 💡 Which indicators to use to measure the success of a growth board.

More about how to gain management commitment through innovation growth boards [in this episode!](#)

Tune In



"If you don't have support from the senior-most levels of the company, it's not gonna work."

Danielle Ferry, Moody's Analytics

Convince Your Management!

Having a single point of truth helps growth boards drive decision making related to innovation portfolio management and raises the level of commitment needed to execute against innovation goals.

The ITONICS innovation platform supports you with collaboration, transparency, and alignment:



1. Collaborative scouting, scanning & monitoring

► [Explore](#)



2. Shared views of innovation opportunities

► [Explore](#)



3. Collective ratings

► [Explore](#)



4. Transparent roadmaps

► [Explore](#)

Get Started

WEEK

11

Innovation & Sustainability

Innovation and sustainability go hand in hand. Anyone who deals with innovation must also consider the impact it has on society and the environment. The following week is dedicated to this topic.

#decadeofaction



“ 2020 marked the start of the ‘decade of action’. Innovation and sustainability are inextricable from business strategy and shared value in the pursuit of continual success. ”



MONDAY - INSPIRE

Day 71

The UN 2030 Agenda for Sustainable Development

The **UN 2030 Agenda for Sustainable Development** provides a shared blueprint for peace and prosperity for people and the planet.

At its heart are the **17 Sustainable Development Goals**, which serve as a roadmap for governments and private organizations to implement strategies that **reduce inequality**, **improve health & education**, and **drive economic growth**—while taking action against **climate change** and endeavoring to **preserve the natural environment**.

[Learn More](#)





TUESDAY - UNDERSTAND

Day 72

The Decade of Action: Innovation & Sustainability 2030

2020 kicked off the **Decade of Action**—10 years to meet the **goals outlined in the UN 2030 Agenda for Sustainable Development** and mitigate the impact of climate change. The need for innovations that support a sustainable future has never been higher.

The ITONICS Innovation & Sustainability Trend Report unpacks:

- Critical impact areas where targeted action can make a difference.
- Key drivers shaping the future of sustainability.
- Future scenarios and upcoming industry trends and developments.
- Implications for innovation and recommendations for action.



Download



WEDNESDAY - READ

Day 73

Driving Innovation & Sustainability through Times of Uncertainty

In an increasingly unpredictable world, innovation and sustainability are both engines and indicators of future success.

Learn how organizations can build resilience, establish a competitive advantage, and capture the true value of the sustainability imperative:

- Lean into uncertainty
- Proactively enforce ESG compliance
- Envision alternative pathways with strategic foresight
- Build resilience with sustainable value chains
- Integrate systems thinking into decision-making

[Read More](#)



 THURSDAY - LISTEN

About Sustainability & the Future of Aviation

What will the aviation of tomorrow look like? What role does global warming play in the development of new technologies? In this episode, Head of Corporate Foresight & Market Intelligence at **Lufthansa Technik** provides the answers.

- 💡 Sustainability and innovation in the aviation industry.
- 💡 Scalable solutions that meet business and ecological goals.
- 💡 The importance of diversity in innovation.

More about the future of aviation [in this episode!](#)

Tune In



“Businesses that holistically integrate ESG efforts into their business strategy and innovation efforts, going over and beyond the benchmarked goals, will gain a competitive advantage by being ahead of the curve.”

Sven Taubert, Lufthansa Technik

WEEK 12

The Innovator's Framework: COFIM

COFIM - Control Objectives for Innovation Management. The last week is dedicated to the innovation manager's framework for designing and maintaining successful growth functions.

#systematicinnovation

A hand in a white glove holds a magnifying glass over a futuristic, rocky landscape. In the background, a sleek, orange and black jet is visible. A large, stylized eye is superimposed over the scene, looking through the magnifying glass. The overall color palette is dominated by blue and orange.

***“ The success of the
innovation leaders
of our time can
be systematized
and transferred. ”***

Why Innovation Requires a Framework

Clarity, structure, and blueprints for innovation functions are scarce goods. Innovation frameworks can help set the focus and serve to systematically develop new competencies in an organization and monitor progress in key competency areas.

Did you know that there's global standard for innovation management?

- ISO 56002 addresses all established organizations regardless of industry and size.
- It serves as a guideline to ensure the continuous improvement of innovation management systems.
- And sets a common language and standard.

[Learn More](#)

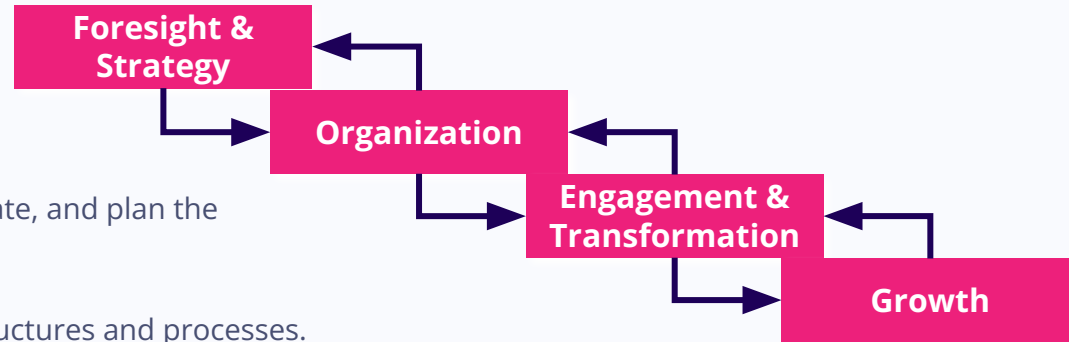




Innovation Framework – COFIM

ITONICS COFIM (Control Objectives for Innovation Management) is a framework that has been designed based on 10+ years of experience and constructive collaboration. It defines the innovation capabilities that need to be present in successful corporate innovation systems.

- **Foresight & Strategy** is needed to sense, evaluate, and plan the future competitive position.
- **Organization** is needed to set up and shape structures and processes.
- **Engagement & Transformation** is needed to shape the culture.
- **Growth** is needed to set up and shape operations and sustainably maximize innovation activities.





WEDNESDAY - READ

Day 80

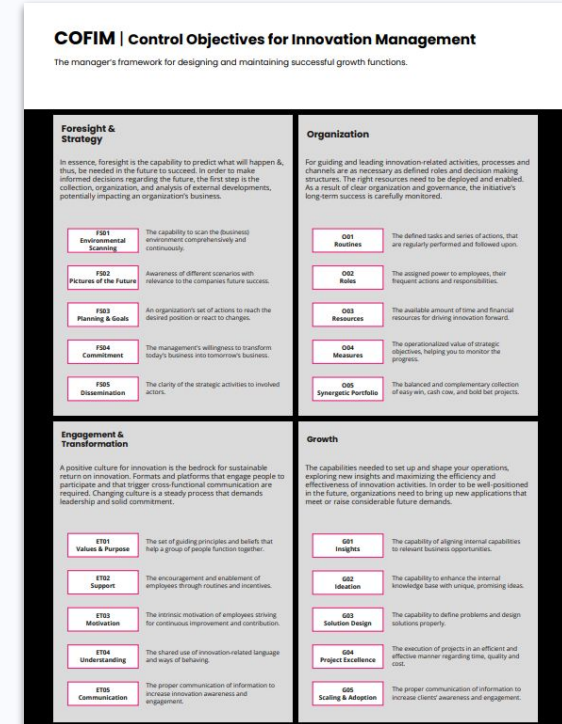
A Framework to Promote Competitive Advantage

Organizing innovation entails steering change, managing uncertainty, and developing capabilities. Using a systematic innovation framework stimulates a team's capacity to innovate continuously while methodically organizing processes.

Employing our framework will lead to four primary outcomes:

- Comprehensive transparency by eliciting the most critical components and the actual situation.
- Strategic guidance by revealing directions for improvement.
- Process optimization by aligning different functions.
- Benefit realization by measuring the outcomes of activities.

[Read More](#)



About the Foresight Formula at Mars Wrigley

In this episode, we learn how foresight helps to funnel the thinking around three tension points:

-  Technological evolution
-  Increasing competition
-  Changing consumer needs and behaviors

...and other unknowns, in order to help an organization identify and capitalize on opportunities for expansive growth.

More about systematic foresight and the foresight formula at Mars Wrigley [in this episode!](#)

Tune In



Day 81

“ Mars is redirecting its focus towards being more future-oriented and anticipating the changes in the world. That's why we need to invest in innovation and foresight now. ”



Joanne Lepore, Mars Wrigley

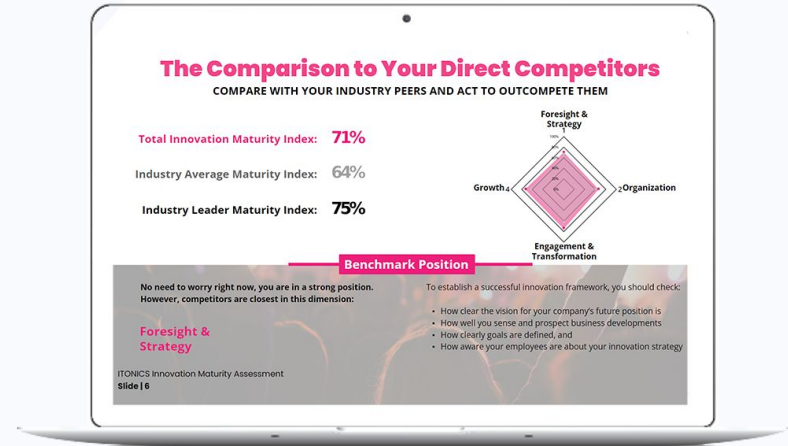
Assess Your Innovation Maturity!

Developing an appropriate innovation program ideally starts with an assessment of your current situation.

1. Complete the [ITONICS Innovation Maturity Assessment](#).
2. Use your benchmark results in conjunction with COFIM to identify gaps and optimize your innovation program.
3. Become a true innovation rockstar.

Complete this free, 10-minute assessment and receive a detailed analysis report by email.

Start Now



GET IN TOUCH!

If you're hungry for more, we'll make sure you stay successful beyond 100 days!



Sebastian Pfingsten

Director Sales



Dr. Tassilo Henike

Director Customer Innovation Success



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