



CONTINUOUS INNOVATION FRAMEWORK

An Introduction to the

Continuous Innovation Framework

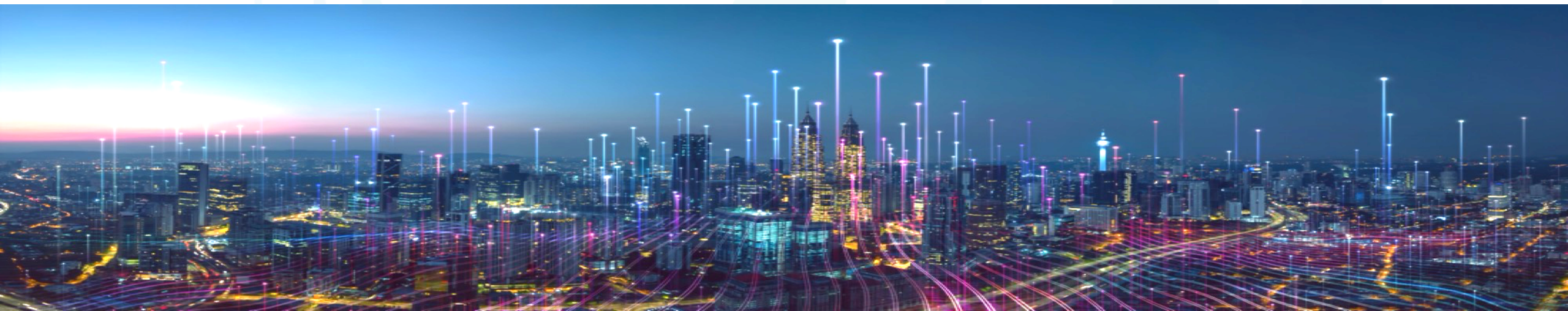


In a market where change is constant...

More and more organizations are faced with the fact that five years from now, a substantial part of revenue will come from products that do not exist today. While technology develops at an exponential rate, competition has become truly global and disruptive.

In such a market, where change is constant, innovation is no longer a strategy to get ahead, it is a required competency to stay on par.

Competitive advantage is for those who can innovate faster and more frequently.



The leading framework for Corporate Innovation Management

To lead tomorrow's market, your organization needs to continuously develop, scale, and embed innovations. It needs to continuously capture innovative ideas, assess their value as quickly as possible, run experiments and scale up the best-value candidates. And it will then need to embed these innovations into the organization and change where necessary.

To achieve this you need a single, organization-wide process to create a flow of innovations, interaction with the business, ROI-oriented portfolio management and uniform metrics. And most of all, consistent and fast decision making. The Continuous Innovation Framework (COIN) is a blueprint for such a process that fits the existing hierarchy and structure of your organization. Based on leading management theory and best practices, COIN offers objectives, rituals and roles in a comprehensive, open source body of knowledge, training, certification and access to a network of innovation professionals.





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Sustained Creation of Tangible Value

As an organization you want to develop and integrate innovations faster and more frequently, invest resources in the right ideas, as well as build and leverage the innovative power and capabilities of your own employees. The Continuous Innovation Framework offers tangible results on all three aspects.

20-40%

Faster time-to-market

Innovations are developed in a highly structured 'Lean Startup'-process and achieve market readiness in the shortest possible time.

20-50%

Less waste in innovation spending

Innovations that are not meeting expectations are quickly adjusted or stopped, freeing up time and resources for testing the next promising ideas.

30-50%

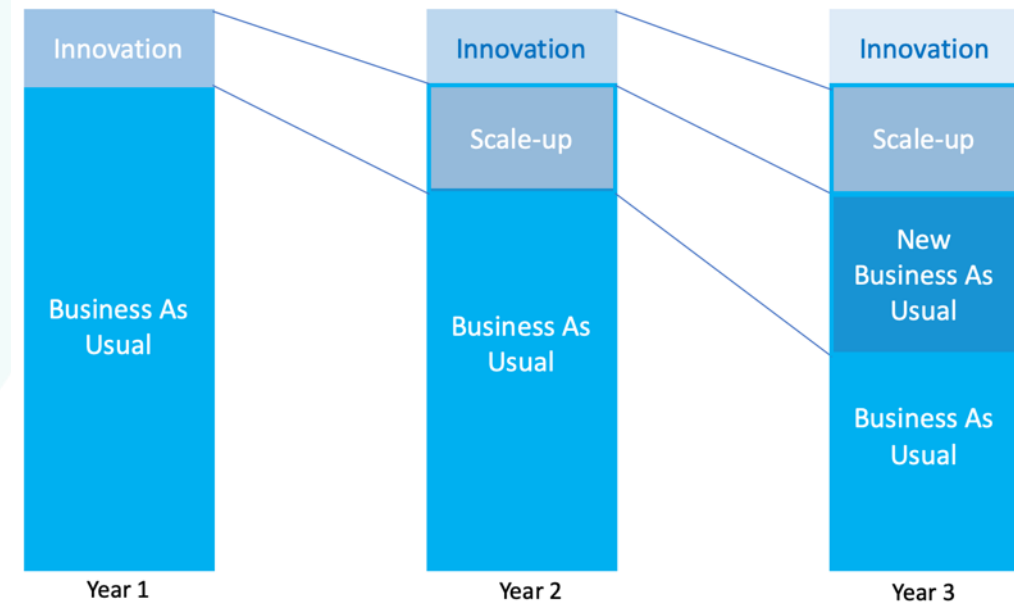
Higher employee engagement

COIN creates a safe environment that actively involves employees in innovation, creating a corporate culture of forward thinking and ownership.

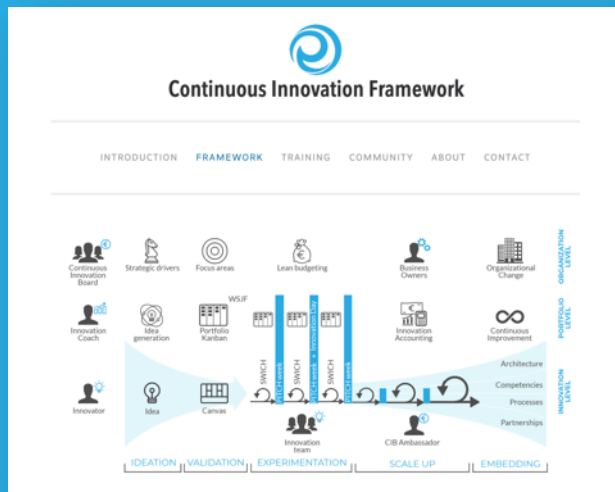
Manage Future Growth

COIN manages the flow of innovative ideas to tangible business value in the shortest possible lead time. It oversees the scaling up and embedding of innovations in the core business and the change process that comes with these innovations. COIN ensures that innovation becomes business as usual and actually creates value.

COIN bridges the gap between performance optimization in the existing business and exploration of new opportunities. COIN equips the organization with a stable instrument to develop future growth in a market where change is constant.



Open Content



- Open Source body of knowledge. Click the icons and learn the how-to of each step
- www.continuousinnovation.net

Training & Certification

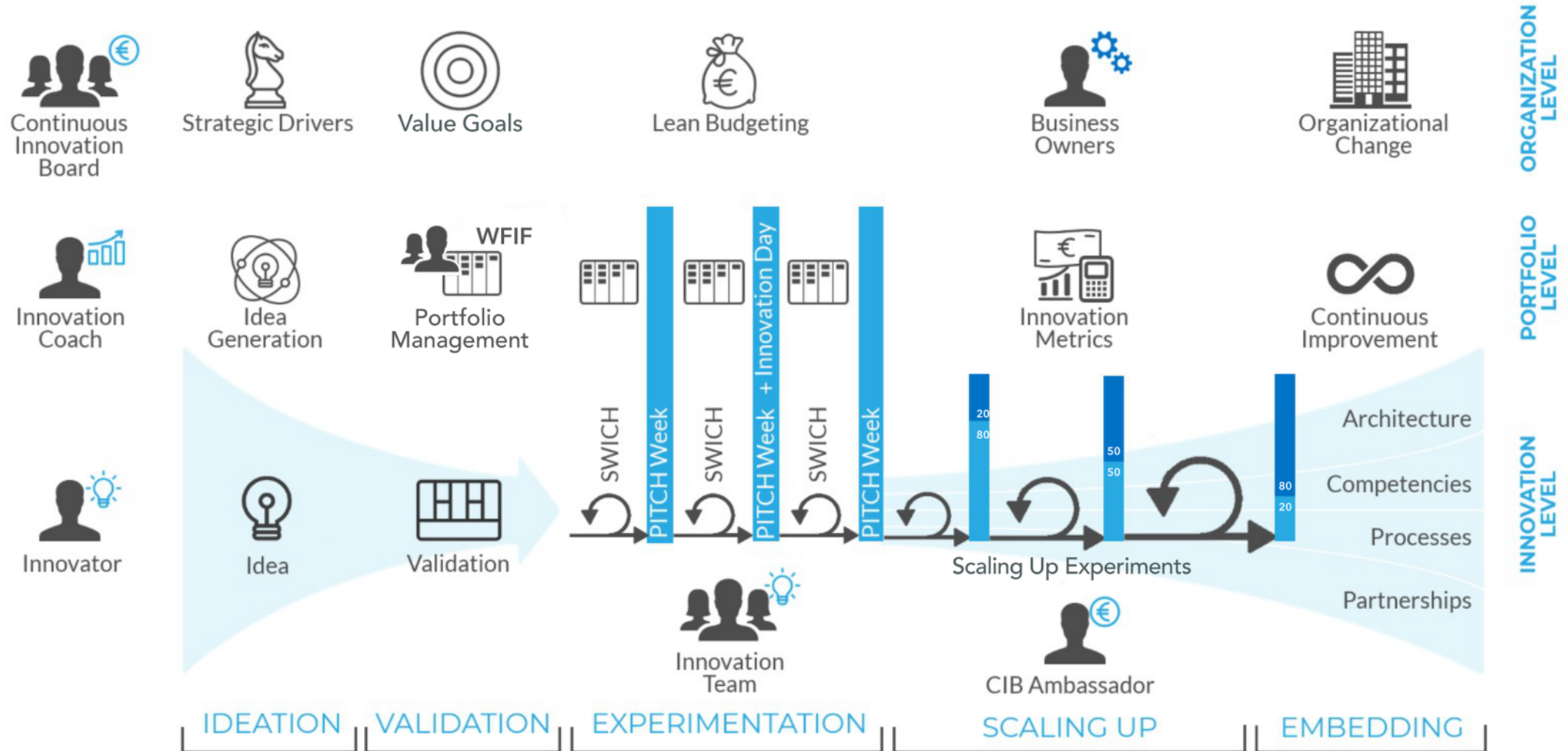


- For innovation professionals and enthusiasts
- Guidance and support from experienced trainers and consultants

Community



- LinkedIn Community Group
- Meetups in major cities



www.continuousinnovation.net



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