



Strategic Innovation Management:

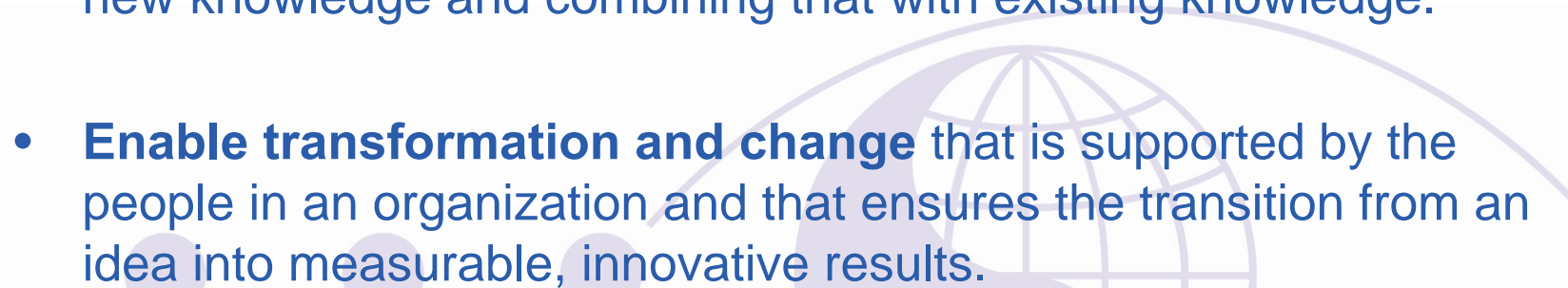
*developing and transforming
organizations effectively*

The SIM Objectives:

- Strengthen the **Innovation Potential!**
- Increase the **Innovation Quota!**
- Reinforce the **Operational Basis!**



The SIM Way:

- **Produce ideas** efficiently and according to plan - quickly, reliably, target oriented.
 - **Make knowledge actively exploitable** by transforming ideas into new knowledge and combining that with existing knowledge.
 - **Enable transformation and change** that is supported by the people in an organization and that ensures the transition from an idea into measurable, innovative results.
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The SIM Components:

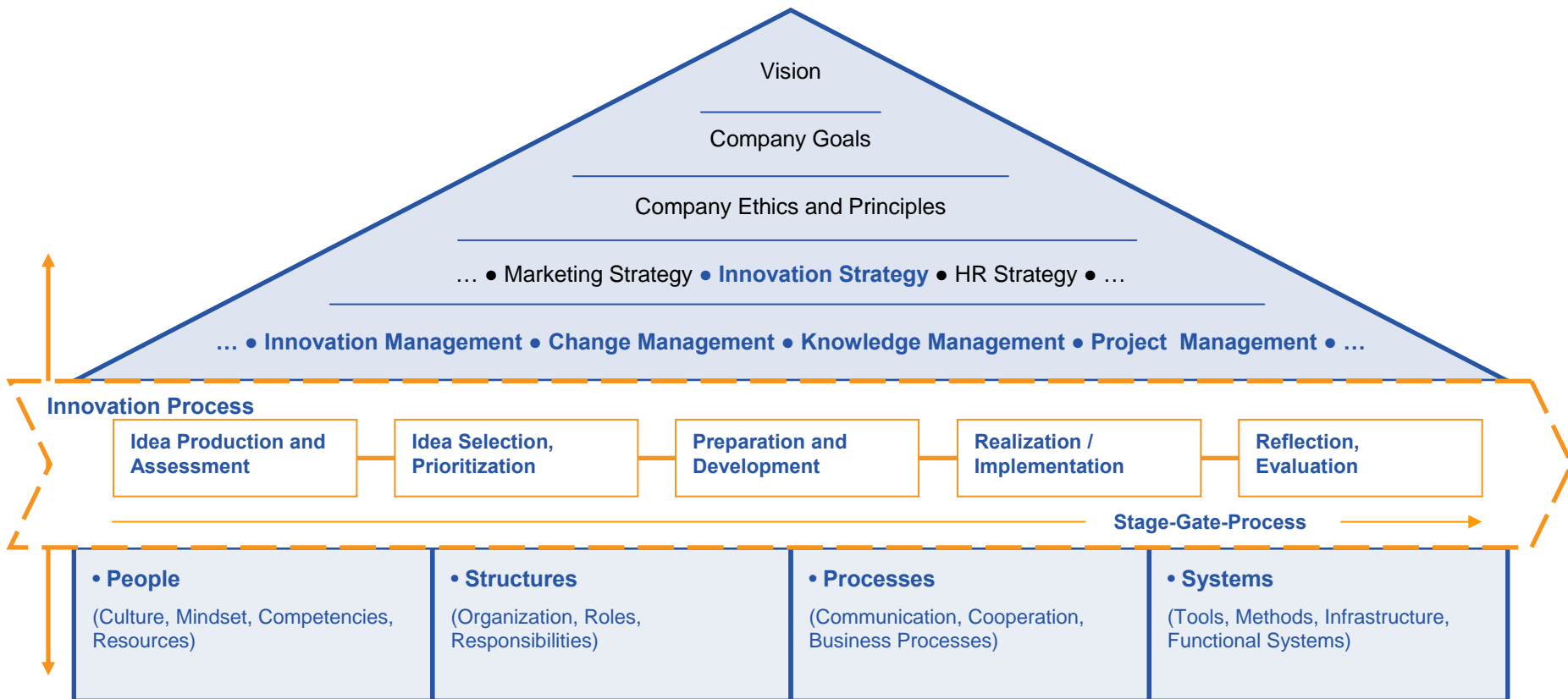
- Idea Engineering
- Knowledge Management
- Change / Transformation Management



The SIM Focus Areas:

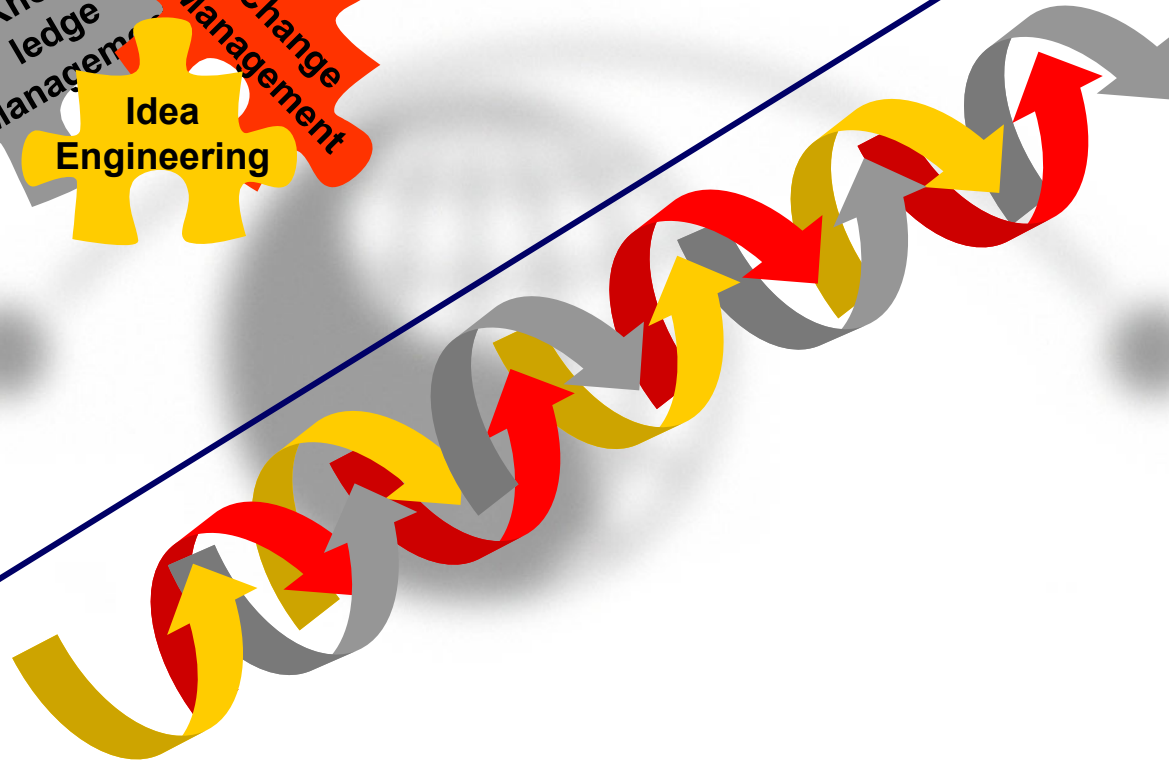
- **People** (culture, mindset, competencies, resources)
- **Structures** (organization, roles, responsibilities)
- **Processes** (communication, cooperation, business processes)
- **Systems** (tools, methods, infrastructure, functional systems)

The SIM Building Blocks:



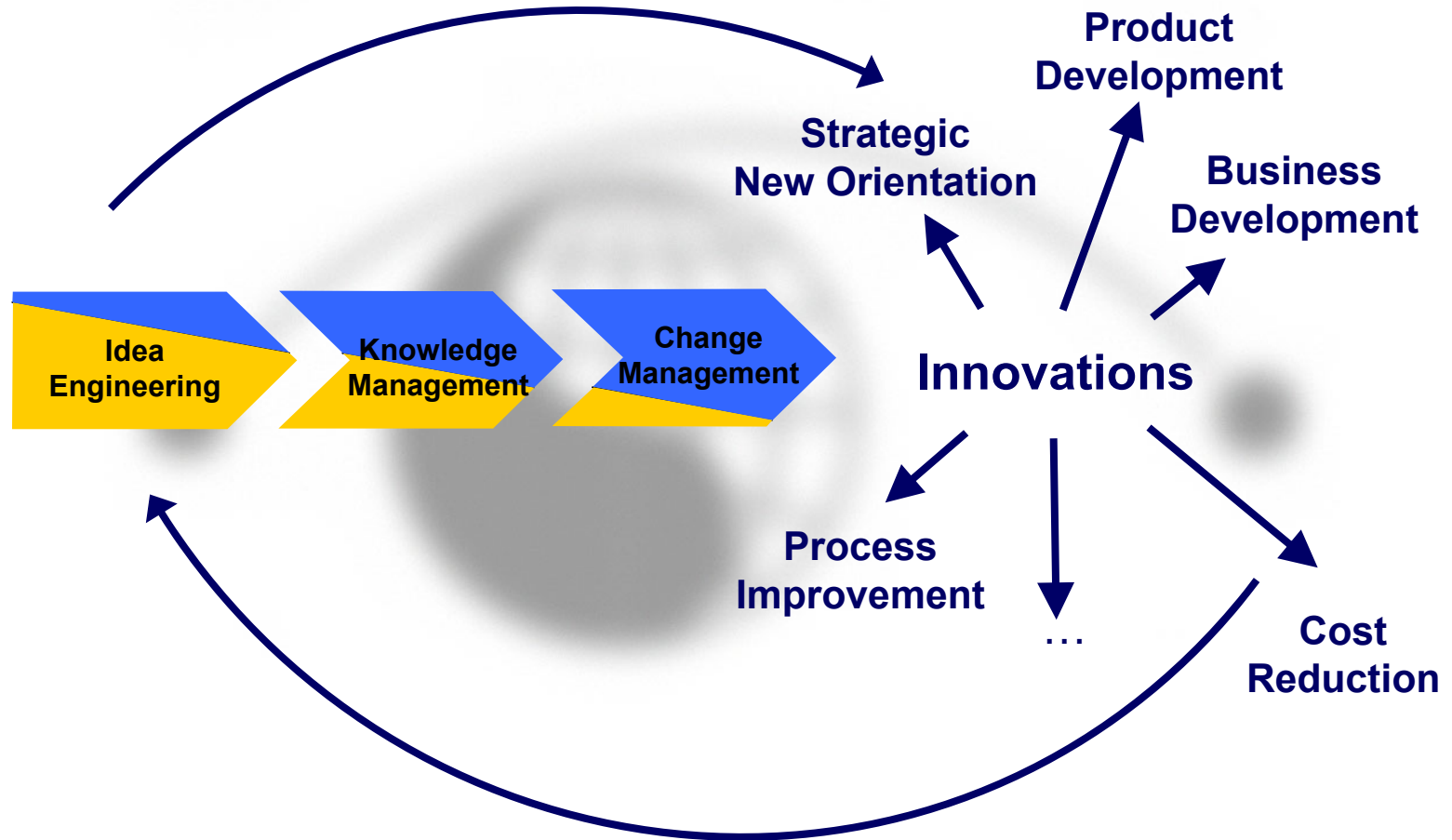
Innovation
Quota

Operational
Basis



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Strategic Innovation Management



What concrete, measurable and controllable **Results**
can **Your** organization achieve
by introducing a target oriented, clearly structured
Strategic Innovation Management?

! ? !

What **Additional Benefits** can be generated?
What **Uniqueness Factors** can be developed?
What **Added Value** can be achieved?

