

## Where your new business value lies



### What is the importance of business Innovation?

One of the keys to any successful business is being able to come up with new ideas to keep operations, products and services fresh. The process of bringing those ideas to reality is called innovation. If properly embraced innovation can act as the catalyst for a paradigm shift in the way a business thinks about bringing about strategically valuable change – be that with new revenue from existing products and markets or from new revenue from new products in new markets. A system of innovation specifically addresses the business pain points that come from needing structure around new product development, improving collaboration in open innovation environments, improving culture to embrace the creative power of your people, developing new Intellectual property or finding new sources of funding.



### Why is an Innovation Strategy needed?

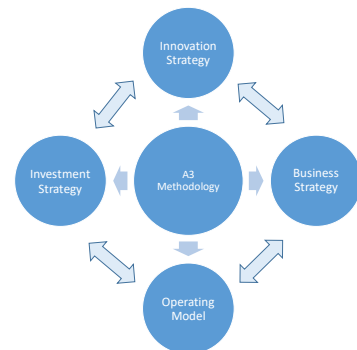
If approached with a view to enhance strategic value of the business, innovation can be designed into the business and for this an Innovation Strategy is required. Without an Innovation Strategy, even with a clear Business Strategy, priorities can become conflicted and clarity is lost. With a tight connection between business and innovation strategies, long-term and sustainable innovation leadership can be achieved.

The Innovation Strategy can specify how the differing types of innovation fit into the Business Strategy and show how the resources can be allocated to each.

The Innovation Strategy becomes especially powerful when the business has committed to a strategic growth plan and is adjusting to optimise itself to deliver it.

### What is the Innovation Delivery Model?

A core module of the BAR A3 Methodology, the Innovation Delivery Model (IDM) enables the business to get clarity and understanding of the specific objectives against which its strategic value can be delivered.



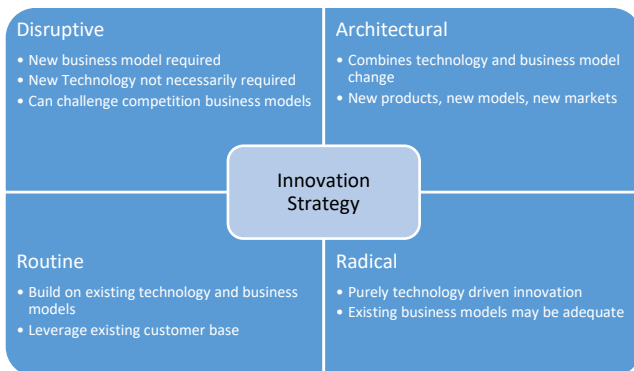
IDM is a robust management tool designed specifically to provide you with a definitive approach around which your business can truly start to embrace innovation as an asset.

IDM takes a market focussed approach which understands the context to an eco-system of technology suppliers, partners, providers and customers. From this the IDM provides clarity around the innovation pain points and can apply a market orientated analysis that offers a clear and simple process to deliver an Innovation Strategy. This is supported by an associated roadmap focussed on getting the job done. IDM enables innovation to be quantified and visualised within a robust and integrated methodology targeting specific enhancement to strategic value.

## What does the IDM do for you?

The IDM guides you through a logical series of steps that enable you to:

- ✓ Assess the choices of how to focus on the key dimensions of technological and/or business model innovation
- ✓ Consider the right path between Routine, Radical, Disruptive or Architectural innovation and what is the right balance and mix
- ✓ Reveal how the innovation can lead to enhanced value for customers
- ✓ Capture the right market share of the innovation generated
- ✓ Review the competitive landscape within which the innovation will sit and how the business assets can be orientated to strengthen its position
- ✓ Decide what level of investment is required to continue to innovate to increase strategic value
- ✓ Imagine type of innovations will enable the creation and capture of innovation and establish what resources are required
- ✓ Establish the right trade-offs that balance predictability and discipline against creativity and iteration



## How is the IDM delivered?

By taking a consultant-led workflow approach, the IDM distils current best practice into a concise toolset to expose the key innovation elements of the business.

Through inclusive workshop sessions the IDM is populated to deliver the outputs at each way point of the innovation system assessment process. This includes specific exercises to test value proposition, audit IP, review attitude, behaviour and culture and consider the impact on financial feasibility.

## What value is added by using IDM?

IDM creates value in 3 key areas:

It enables the development of an Innovation Strategy, appropriate to your Business Strategy, which is clear and visible within your business and with your customers and other key stakeholders externally.

It provides a robust framework and the associated tools and techniques to grow strategic value through innovation.

It is an interactive core module working within the BAR A3 Methodology to ensure a consistent and holistic approach to enhancing the strategic value of your business.



## How much does IDM cost?

BAR pricing can be flexibly based on a range of commercial options linked to business size and your stage in the growth process. A simple fees model can be augmented by modular licence charges to transition tools and techniques to your staff, along with more creative options linked to finance sourcing.

## Why BAR?

A specialist with real experience offering business growth expertise to companies with high value technologies who wish to expand within the UK defence and security sectors.

## Contact Us



[www.barassociates.co.uk](http://www.barassociates.co.uk)



07929 401720



[info@barassociates.co.uk](mailto:info@barassociates.co.uk)

