

**Establish a rhythm for innovation**

to continuously promote experimentation and generate ideas within the organization.

**Promote fast and continuous learning**

within the innovation process by implementing methods for early experimentation and short innovation cycles.

**Provide a physical space for innovation**

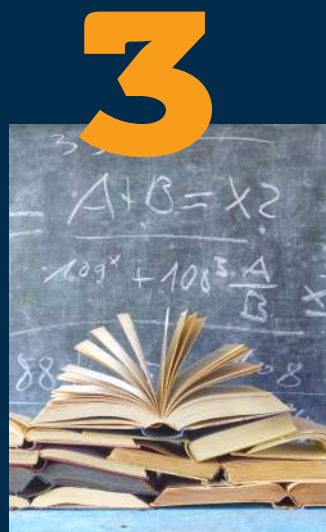
where people can meet to get inspired, receive support for innovation challenges, and explore solutions.

**Adapt the innovation management system**

to your company's strategic targets and requirements and allow space for individual approaches.

**Design an upwards and downwards scalable system,**

as promising innovation opportunities cannot be planned upfront.



**Focus on prioritized strategic directions**

when starting innovation initiatives in order to bundle limited resources.

**Use external knowledge, expertise, and resources**

as a catalyst to leverage your innovation management system.

**Involve as many different stakeholders as possible,**

especially in upper management levels, in the design of your innovation management system.

**Allocate stable resources and an adequate budget**

to your innovation management unit and give the team a chance to make the best of those resources.

**Think and act customer centric**

on all levels of the innovation management system, from strategy to prototyping.

**Ten key factors for successful innovation management**

Innovation is one of the key levers for business growth and sustainability. Therefore, most companies have central innovation management teams or even functional units to make sure innovation is fostered systematically within the organization. No matter the specific background, responsibilities, or objectives of those functions, based on our experience, we strongly recommend taking these ten key success factors into account when introducing or optimizing an innovation management unit.