

Innovation? Management? System? Yes, Innovation Management System

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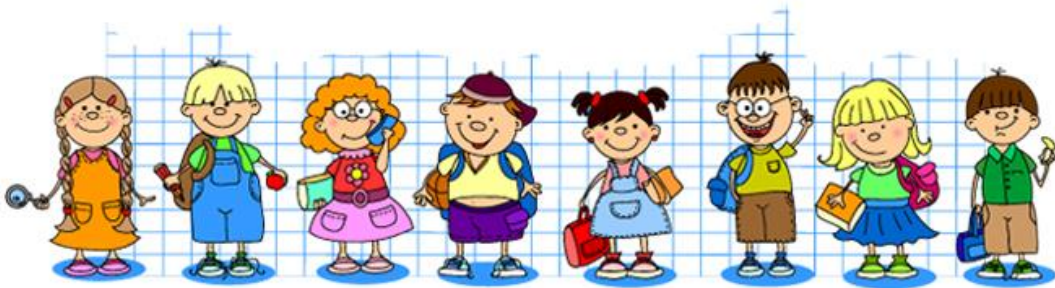
- Pupil of international innovation guru Darrell Mann in Hong Kong
- CEO and innovation consultant of Smartway Management Technologies Limited
- 6 year experience in management consultancy
- ASQ CSSBB
- PMI PMP
- Business Consultant
- New Product/Service Development
- Business Model Innovation

Relationship between Innovation, Management, and System

Innovation vs System

WE ARE BORN CREATIVE!

Can Innovation be systematic?



Innovation vs Management

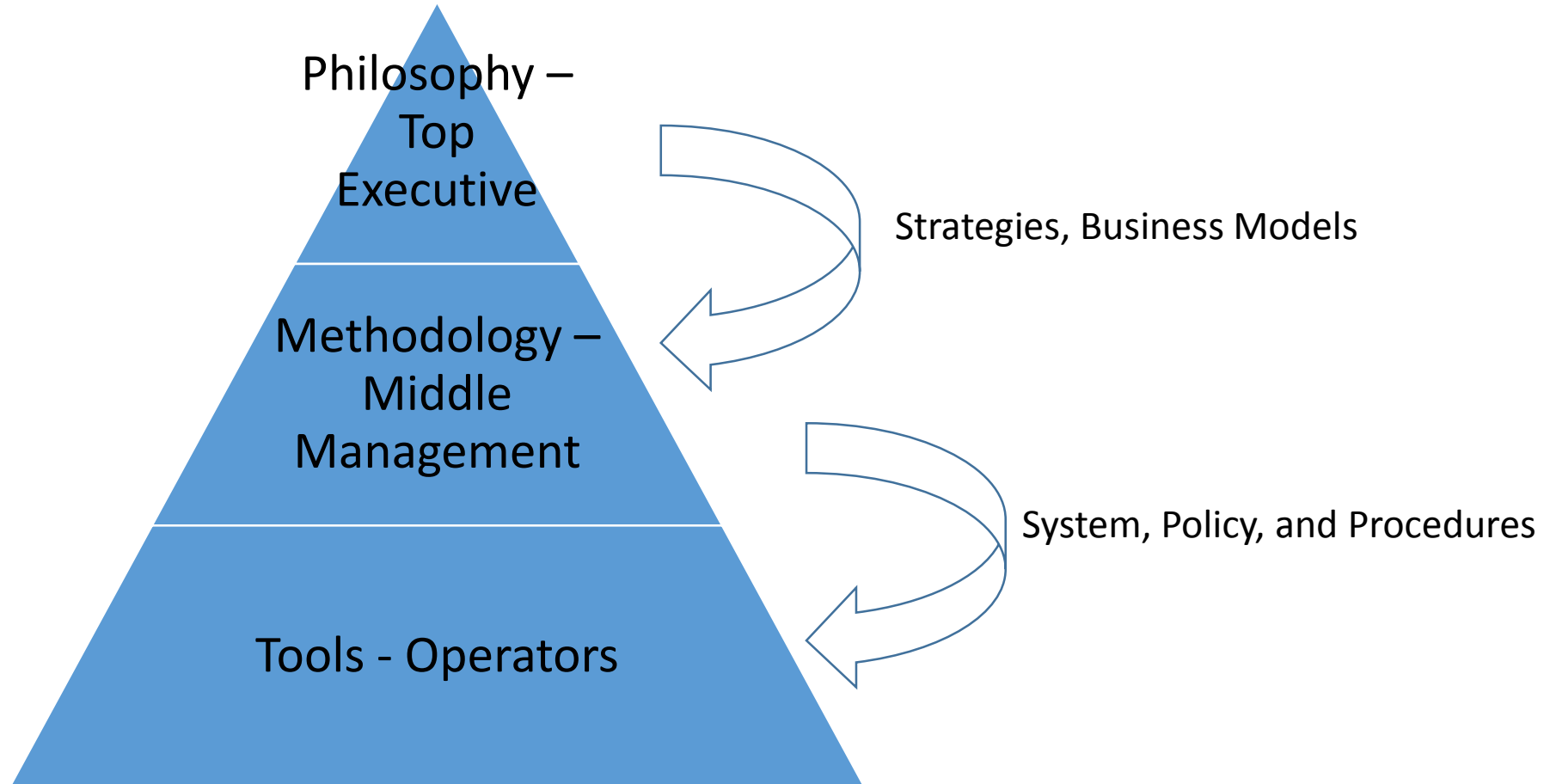


Does Management kill Innovation?

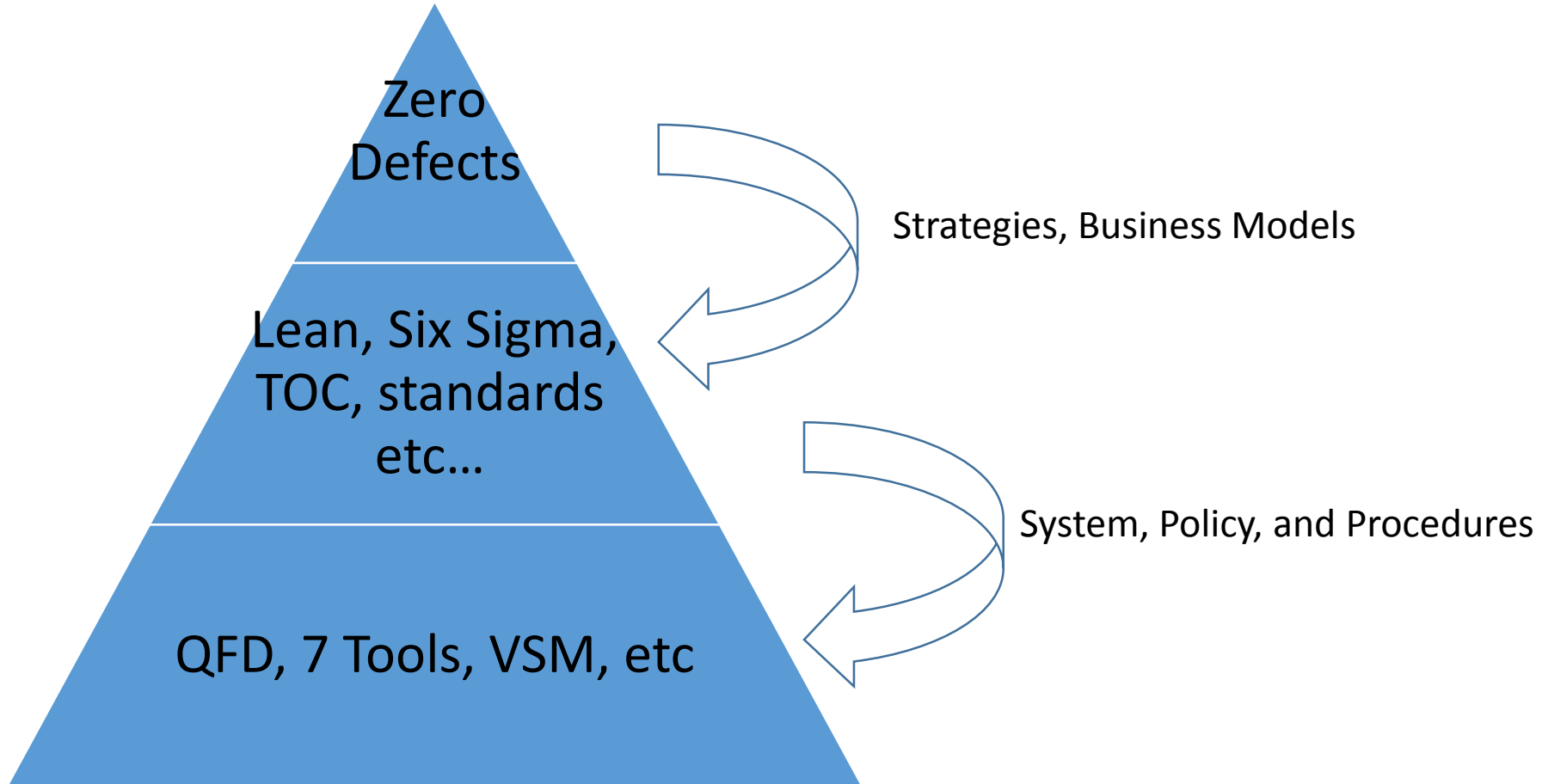
The Answer is

It Depends

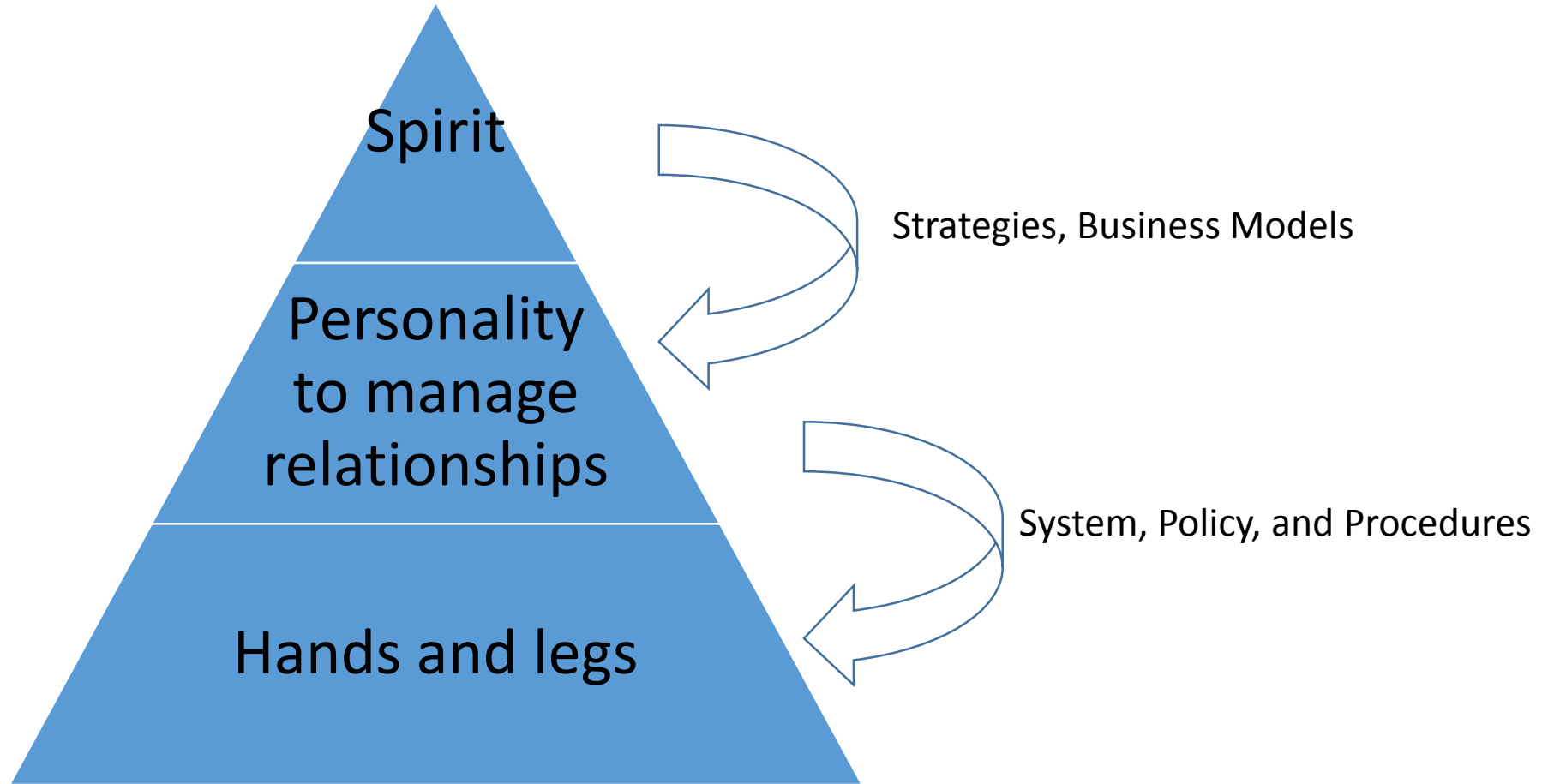
Management Hierarchy



Quality Management Hierarchy

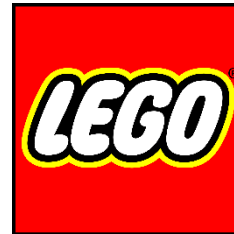


Human



How About Innovation?

Philosophy

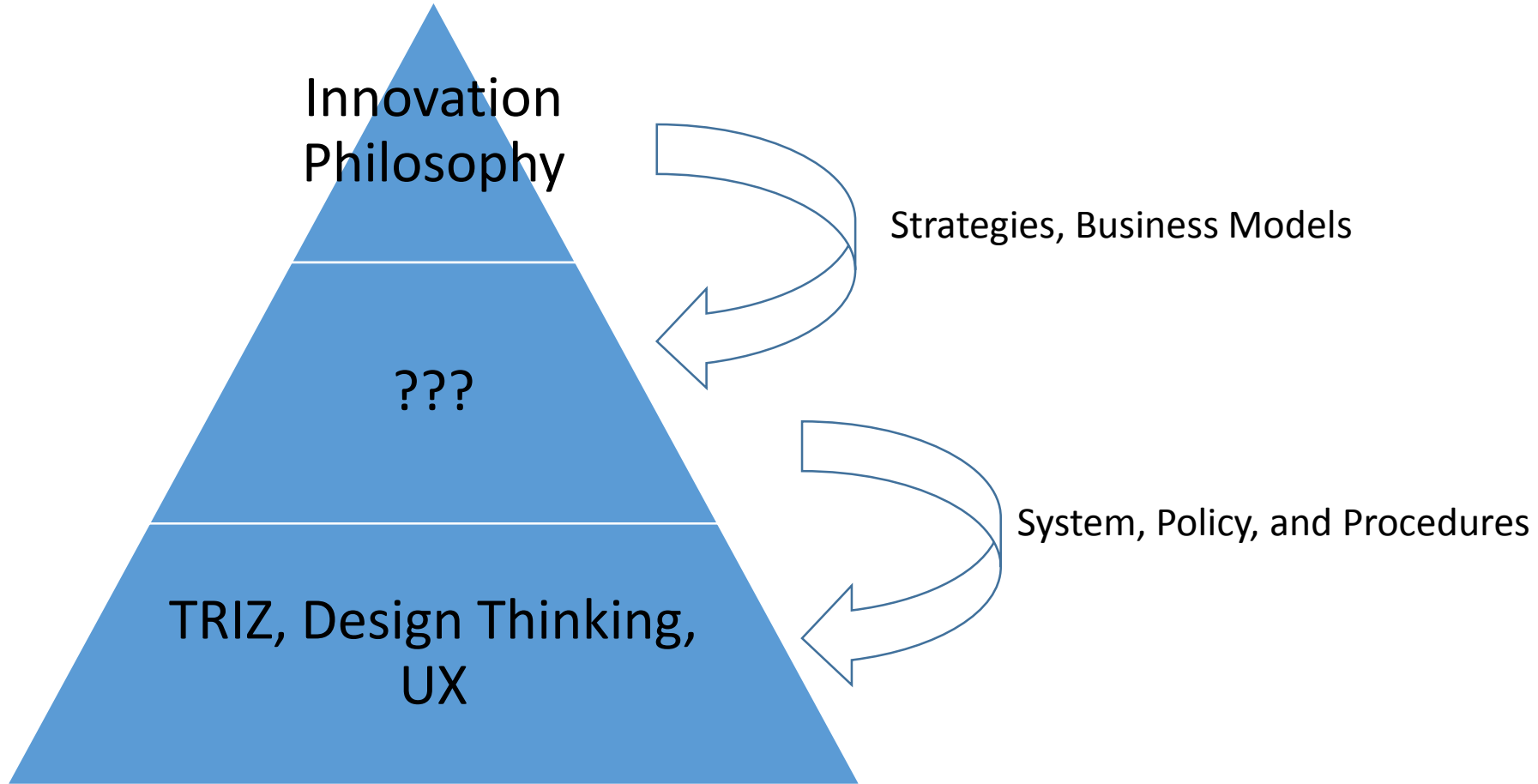


Methodology –
TRIZ? Design Thinking? UX? SenseMaker?

Talk too little about Culture and Systems

Toolkits for operators to solve problems

Innovation



Lack of systems
to implement
those tools

How to Manage? With A New System? Or any existing system?

We may adopt PMP framework to facilitate
the implementation of CEN/TS 16555-1:2013

“When we encounter a problem, someone else from another industry might have solved the problem in somewhere else” - TRIZ

Project Management Professional

- The Philosophy

Management by Objectives (MBO)

- Establish realistic objectives fitting to corporates' ambition
- Periodically evaluate the progress
- Implement corrective actions

Role of Project Management Office

- Project Selection
- Provides the policies, methodologies, and templates for managing projects
- Provides support and guidance to others in the organization on how to manage projects, trains others and assist with specific tools
- Assign project managers to different projects perform risk management and is responsible for the project results
- Assure that project objectives align with the Company Objectives

Benefits of Implementation with PMP

- Comprehensive Project Management Structure, including management of integration, cost, time, quality, risk, communications, HR, scope and procurement, etc
- Mature and Popular
- Well known as a way to complete projects within schedule and budget

- How to measure Innovation Capability Maturity based on company culture?
 - And what's the further insight of the study?
- How to understand better future market needs and possibilities with Darrell Mann's new tools?

DARRELL MANN

BSC(HONS), MSC, CENG, FI MECH E

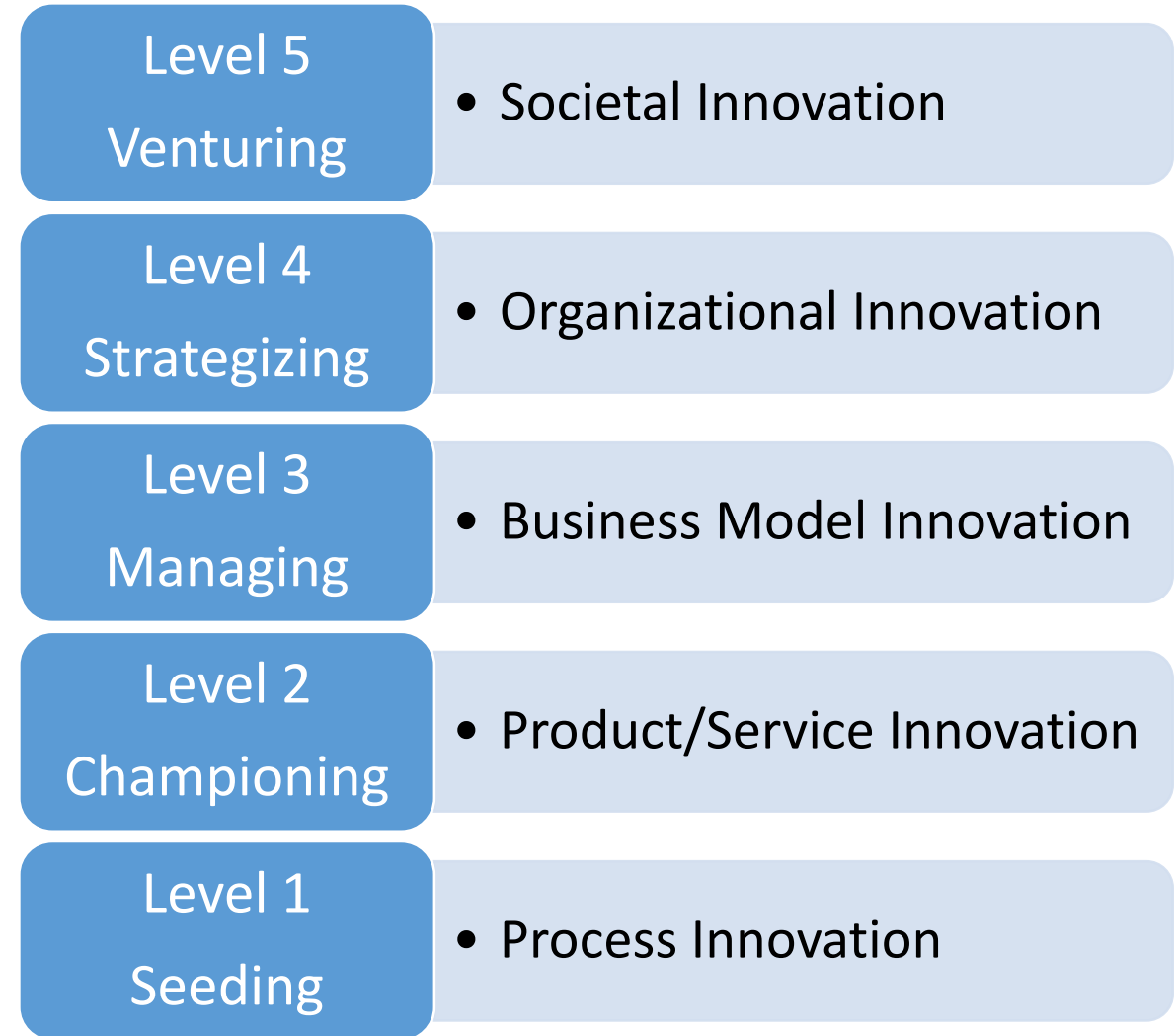
- Visiting professor in Warwick University, Graz University and Taylor's University
- Former Chief Engineer in Rolls Royce
- Founding President of European TRIZ Association
- Over 30 year experience in innovation
- With more than 200 clients in over 20 countries
- 8 best selling books about innovation
- Over 600 innovation projects
- More than 400 papers on innovation



Innovation Capability is related to

- Leadership
- Company Vision
- Strategy
- Value Proposition
- Companies' attitude in different business environment
- Customer need collection
- Change triggers
- Reaction to Threats
- Complexity Management
- Prediction of future
- Resources
- Learning
- Growth

Different Innovation Capability Level and Different Innovation Targets



HOW

to capture future market needs



An Everyday Experience



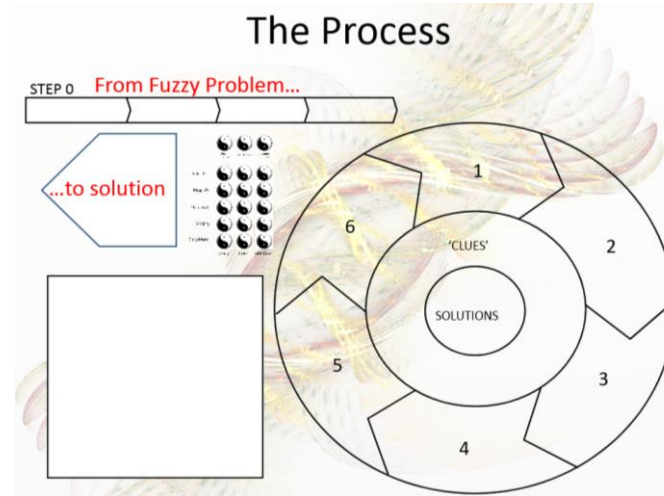
A man always has two reasons for doing anything,

a good reason and the real reason

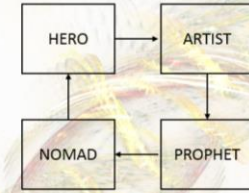
- J. P. Morgan

Capture Future Market Trends

- Generational Archetypes
- Thinking Styles
- A step-by-step process to discover the hidden voice of target customers
- Enhance customers' satisfaction and increase revenue through solving conflicts



Generational Archetypes



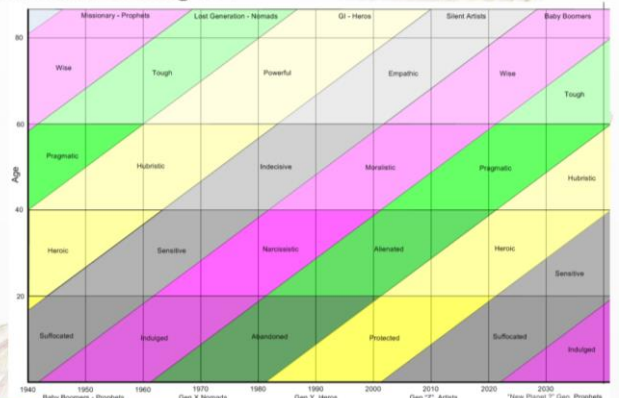
	0-20	21-41	42-62	63-83
(Generation Y)	HERO	heroic	hubristic	powerful
(Silent)	ARTIST	suffocated	sensitive	empathic
(Boomer)	PROPHET	indulged	narcissistic	wise
(Generation X)	NOMAD	abandoned	alienated	pragmatic

Strauss, W., Howe, N.,
 'The Fourth Turning: An American Prophecy',
 Broadway Books, New York, 1997.

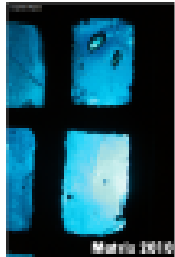
Thinking Style GearBox

- 1. Survival** newborn infant, Alzheimer's victim, shell-shock
- 2. Tribal** gangs/tribal rituals/magic blood oath
- 3. Feudal** power gods/ego, feudal rule, heroic, predatory 'terrible two's'
- 4. Order** codes of conduct, hierarchy/order, 'moral majority' 'one right way'
- 5. Scientific** materialism, competitive, self-interest, 'nature tamed', MBO, winners/losers
- 6. Communitarian** 'sensitive-self', deep ecology, 'politically correct' consensus
- 7. Hierarchy** flexibility/adaptive, inter-dependence, co-opetition Win-Win
- 8. Holistic** universal order, 'Theory of Everything', spiritual harmony

Who Am I Selling To?



Some books written by Darrell Mann



Matrix 2010



Innovation Capability
Maturity Model



TrendNA
(Available with the trend cards)



Hands on Systematic Innovation
For Business and Management



Hands on Systematic Innovation
For Technical



Hands on Systematic Innovation
For IT

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