

Six Lenses for Innovation

We developed the Six Lenses for Innovation to aid in innovation consulting. Through this process, we help companies to review and assess the performance of their product development and commercialisation process or programme.



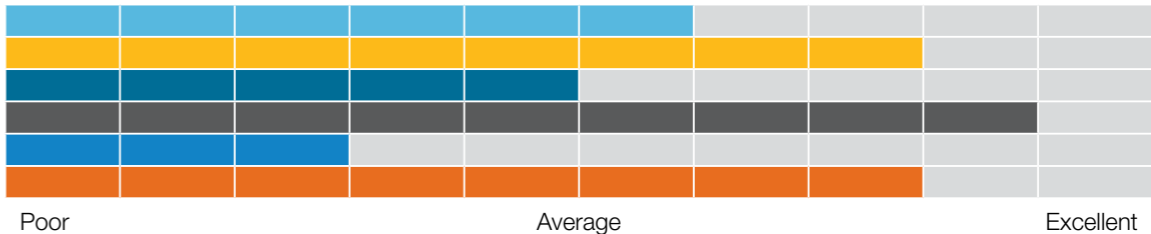
Product development and commercialisation are often viewed as distinct and separate processes. Our experience in a range of sectors and industries indicate that effective product development requires a fully integrated approach to be successful. This means considering all aspects of product development and commercialisation in the same context. As such, our approaches to both product development and innovation consulting have been broad by necessity, and looks for relationships between areas.

Six Lenses for Innovation seeks to understand how R&D is structured within a business and how each area, activity, and discipline interacts and interfaces together. The process draws out insights and recommendations that have the ability to change practice and behaviour to improve development outcomes. The framework looks through six lenses at your company to identify areas of concern or issues that may limit innovation.

A detailed performance rating is given to each of the six lenses, which highlights where strengths lie and recommends where improvement is needed. Each lens has a number of sub categories, which explore particular areas, which are also rated.

- **Groups, Teams & Culture**
 - Group Modes
 - Cross Pollination
 - Culture
 - Learning
 - Environment
- **Case Studies & Constraints**
 - Constraints
 - Expectations
 - Barriers
 - Success & Failure
- **Customers & Markets**
 - Customers
 - Problem or Need
 - Market Research
 - Brand & Marketing
- **Commercialisation**
 - Business Case
 - Handover & Transition
 - Market Entry
 - Intellectual Property
 - Partnerships & Alliances
- **Management & Process**
 - Process & Approach
 - Gates & Milestones
 - Programme Management
 - Testing, Validation & Compliance
- **Creativity & Vision**
 - Idea Sources
 - Creativity
 - Vision

Performance Across All Six Lenses



The rating system has been designed to be intuitive, and easy to read and understand. The ratings provide a useful gauge, but should be considered in the context of recommendations.

The rating is related strongly to the value the recommendation could have on improving innovation outcomes.