

# How Do You Know if Open Innovation Is Right For You?

by  
Maggie Franz  
Jonas Söderström  
Elia Mörling  
Ulrika Eriksson

## Introduction

Establishing new partnerships, exploring new technological trends and identifying new business opportunities are all benefits of organizations who capitalize on open innovation. Open innovation is offers solutions to many common challenges, in its various initiatives. This short and easy to follow ebook helps to identify some of those challenges and provide actionable solutions in the form of projects that you can begin implementing today.

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## CEO

As a CEO you know that open innovation can propel your organization forward, but with so much on your plate, it can be hard to find the time to execute it properly. Open Innovation can grow your business in a number of different ways, if you are ready to embrace it. But how do you know if open innovation is right for you? Read through the paragraphs below to find out.

Problem	Solution
<p><b>Growing Pains</b></p> <p>Growing your business is a major goal, whether that means more profit or a larger market cap. As the captain of your ship, you have many different directions in which you can steer that ship. The trouble is knowing in which direction to travel.</p>	<p><b>Drive Growth from Within</b></p> <p>Open Innovation is a way to drive growth from within your organization, as well as from without. Open Innovation is an efficient way of achieving innovation, by looking internally and leverage the people and resources within your own organization, as well as through inviting external resources into projects and challenges, to achieve growth.</p>
<p><b>Digitalization</b></p> <p>In order to digitize your business, you need to invest in the right tools, training and resources. The challenge is choosing which ones will yield the best results, while also taking the least amount of time to implement.</p>	<p><b>Let's Get Digital</b></p> <p>Digitalizing helps you stay agile and gain/maintain a competitive edge. Look for tools that SaaS and take little time to implement, like Idea Hunt's easy to use open innovation tools. These tools should not break your budget but rather empower you to get the most out of it.</p>
<p><b>Change is Hard</b></p> <p>Its natural for people to be resistant to change, but it is necessary in order to grow and evolve your business.</p>	<p><b>Get in Control</b></p> <p>Open innovation initiatives are a distributed and bottom up way to implement the necessary change, because it comes from within. Empowering your employees to become architects of positive change will lower their resistance to it.</p>

# Innovation Manager

The role of the Innovation Manager is a relatively new one, but it's importance is being recognized as many companies add this role to their management structure. With it's importance though, comes a lot of pressure/responsibility. By embracing open innovation, you can solve many of challenges and capitalize on growth - but how do you know if it is right for you, in this moment? Read through the following paragraphs to find out.

<b>Problem</b>	<b>Solution</b>
<p><b>Experimentation is Extra</b></p> <p>From dreaming up the idea for the experiment to crafting the project, this exercise is can be extremely beneficial but it takes a lot of time and resources, so it is hardly ever done.</p>	<p><b>Drive Growth from Within</b></p> <p>Open Innovation is a way to drive growth from within your organization, as well as from without. Open Innovation is an efficient way of achieving innovation, by looking internally and leverage the people and resources within your own organization, as well as through inviting external resources into projects and challenges, to achieve growth.</p>
<p><b>Breaking Barriers</b></p> <p>Going beyond the walls of your organization and truly embracing open innovation can sound intimidating. Every person invited into your open innovation becomes a new relationship to manage. Using traditional methods of communication such as email or phone makes this almost impossible.</p>	<p><b>Digitally Fostering Relationships</b></p> <p>The right tools make all of the difference. The open innovation SaaS tools from Idea Hunt allow you invite people into a safe and manageable online environment where you can easily manage these relationships. Communicate with your open innovation participants when and where you need to.</p>
<p><b>Resources</b></p> <p>As an Innovation Manager you might have lots of ideas and projects, but having limited resources can really hamper your ability to succeed. To successfully achieve open innovation requires the right resources, the right skillset and the right tools, which are often lacking for Innovation Managers.</p>	<p><b>Start Small</b></p> <p>Lean on experts to help you successfully establish an open innovation process and establish projects that can be easily repeated, creating a sustainable system of open innovation from the very start. As you gain the skills, resources and tools you can expand from this framework.</p>

## Business Development Manager

As the Business Development manager, your task of determining the next opportunities and challenges is an important one. While open innovation won't give you a crystal ball to see into the future, it can help you gain analytics, insights and feedback that will help you to make educated decisions every day. Read the following paragraphs to determine if open innovation is right for you.

<b>Problem</b>	<b>Solution</b>
<p><b>Getting to Know Your Customers</b></p> <p>Gaining a window into the lives of your customers can be difficult, and sometimes costly, so how do you gain the insights that you need to make the right decisions?</p>	<p><b>Empower Your Loyal Customers</b></p> <p>Instead of getting to know all of your customers, identify your lead customers or users - those people who are the most innovative of all of your customers and invite them into an Ideathon.</p>
<p><b>Change in Control</b></p> <p>Change can be discomfoting because there is a chance that it might take us somewhere that we don't want to go. So, rather than explore positive change, we tend to remain where we are.</p>	<p><b>Get in the Driver's Seat</b></p> <p>Change is inevitable but when you are not in control, it can be scary and unpredictable. By establishing proofs of concept, you can test and become the architect of change, steering your organization and navigating it into the future.</p>
<p><b>Moving at the Speed of Tech</b></p> <p>Technology is constantly evolving and making new tools available to us, but when you are working full time, and focused on growth, and new revenue, how do you have the time to stay on top of all of the latest technology?</p>	<p><b>Lean On Your Team</b></p> <p>The internal resources within your company have different experiences and all use different tools both inside and outside of the office. By empowering those interested in technology, you can ask motivated team members to research new forms and submit those that can benefit your organization through opportunity discovery projects.</p>

## R&D Manager

From staying ahead of disruptive innovations in the market, to gaining customer insights and desired, open innovation can help an R&D Manager in many different ways. Is open innovation right for you, right now? Read on to find common stumbling blocks and learn how to get around them with simple open innovation projects.

Problem	Solution
<p><b>Identifying Customer Needs</b></p> <p>Customers are a tricky bunch to get to know, they're busy living their lives and might be slow or reluctant to respond to surveys and other traditional forms of communication.</p>	<p><b>Leverage Customer Immersions</b></p> <p>Engaging and exciting customer immersions are a great way to encourage your customers to share their thoughts, feelings, ideas, background and even reasons for using your products. These are easy to implement, you just need the right tools, that make it easy and fun for you, and your customers.</p>
<p><b>Innovation Causes Disruptions</b></p> <p>Disruption in your market are happening all of the time, being driven by innovation projects in other companies and organizations. It's a struggle to keep up let alone get out ahead of these disruptions.</p>	<p><b>Look to the Future</b></p> <p>By hosting a project like a lead user ideathon, you can invite your most innovative customers into an interactive environment like Idea Hunt's web applications, in order to learn more about .</p>
<p><b>Efficiency</b></p> <p>Time, money, risk are all possible pitfalls for the R&amp;D manager, how can you safely avoid all three and thus improve efficiency?</p>	<p><b>Challenge the Minds of your Teams</b></p> <p>By Challenging the minds of the team members across your organization, you scout opportunities, new ideas, methods and means to improve processes and workflows saving time and money while avoiding risk.</p>

## CSR Manager

Open innovation can help you get closer to your customers, and lean on them, their ideas and creativity to source new projects and ideas for your organization. Your customers feel closer to you, and empowered, as you propel your organization forward. But is open innovation right for you? Read on to find out, and learn how you can start capitalizing now.

Problem	Solution
<p><b>New Ideas for Sustainability</b></p> <p>Coming up with new ideas for sustainability takes time - for research and determining whether your organization can implement that idea. It also takes energy and sometimes funding to test out these ideas and see if they are truly feasible.</p>	<p><b>Look Ahead</b></p> <p>Rather than go it alone, reach out to the team members across your organization, who are likely to have had their own ideas about ways to become more sustainable in their day to day roles. Use a format that makes it easy for them to submit their ideas, and maintain ownership and you'll empower them to become apart of your success.</p>
<p><b>Customer Co-Creation</b></p> <p>Inviting customers and people from outside of your organization can provide a wealth of new ideas, but how do you protect your intellectual property and manage expectations? Managing a project like this sounds work intensive and you might not have the time or the resources to manage it.</p>	<p><b>Empower Your Customers</b></p> <p>By creating an online space, that outlines the exact parameters and expectations, you can safely empower your customers to co-create with you, moving you forward without the potential pitfalls. Through Idea jams, you empower these customers and provide them with a sense a value, that fosters even more loyalty.</p>
<p><b>Sustainable Growth</b></p> <p>Getting buy in from the team members across your organization takes time, energy and the right messaging. If you are lacking any of these it becomes almost impossible to get the organization to follow your sustainability practices.</p>	<p><b>Cultivate Intrapreneurships</b></p> <p>Using a tool, such as the Idea Hunt open innovation SaaS Solution, to foster social intrapreneurs will help to engender more to adopt your sustainable practices. These intrapreneurs are like internal activists who help to engage other team members.</p>

## Quality Manager

Whether your goal is continuous improvements, or large scale change, open innovation can help get you there faster, saving valuable time, energy and money. Leveraging resources inside and outside of your organization can be challenging if you are not ready for it. Read the following challenges and solutions to determine whether open innovation is right for you.

<b>Problem</b>	<b>Solution</b>
<p><b>Manage Change</b></p> <p>Getting your teams to embrace change, even when it's for the improvement of the organization or products and services, can be tough. Often teams and individuals fight change until they can no longer avoid it.</p>	<p><b>Establish a Sense of Emergency</b></p> <p>Using an opportunity discovery can help to create that sense of urgency, as it leads your team members to self discover threats and opportunities. When you empower your team members to identify things like threats, they are more eager to embrace the change needed to reduce your collective risk.</p>
<p><b>Current Culture</b></p> <p>Corporate culture is probably one of the more challenging changes to implement because it is broad and pervasive change. Inspiring this kind of change requires a lot of time and energy so often, it fails or isn't even attempted.</p>	<p><b>Create a Culture of improvement</b></p> <p>Establishing Colleague crowds can help to create a culture of improvement within your organization, inspiring small improvements throughout the year. Colleague crowds empower team members which inspires a passion and sense of importance, driving them to succeed in implementing the change.</p>
<p><b>Inability to Adapt</b></p> <p>Technology continues to change and shape the world in which we live, requiring your organization to change and adapt in order to survive. Adaptation requires you to have the ability to pay attention to many different facets of your business at once.</p>	<p><b>Foster Adaptability</b></p> <p>By hosting innovation sprints, both internally and externally can collect the information required for selecting the right adaptations and how to best orchestrate them. Don't try to be everything and everywhere, innovation sprints are an advantageous and easy open innovation exercise.</p>

## HR Manager

As an HR Manager, you need to not only attract but retain top talent. Cultivating a culture of open innovation is a great way to attract young, intelligent and experienced talent, and to equip them to be able to make an impact. Establishing a culture of open innovation sounds like a lot of work, so how do you know if you are ready? Read through the common challenges and learn how you can get started today with simple projects that foster innovation.

<b>Problem</b>	<b>Solution</b>
<p><b>Attracting Talent</b></p> <p>Finding and enticing experienced talent can be a challenge. Often you are searching for them and trying to draw them in, rather than leading them to find you, which is a lot of tough work.</p>	<p><b>Engaging and Exciting Projects</b></p> <p>Build a reputation for empowering and involving your team members in exciting projects, and talent will seek you over other employers. Hackathons are a great way to attract engineers of different specialties and backgrounds and require little investment to get up and running.</p>
<p><b>Leadership</b></p> <p>You know that it's important to invest in your employees and provide them with leadership development opportunities, the problem lies in the investment of time, energy and funding, not only to host these programs, but in the time that these team members spend away from their daily tasks.</p>	<p><b>Grow the Leaders of the Future</b></p> <p>Innovation Sprints are fast, fun and functional; creating opportunities for team members to grow and hone skill sets with minimal investment. Investing in a tool that enables you to host these frequently and involve team members from across the organization makes this leadership development sustainable.</p>
<p><b>Engaging Employees</b></p> <p>Your employees are busy. They have many different tasks to accomplish in a day, and asking them to engage with you and each other in various ways is yet another thing that they have to accomplish.</p>	<p><b>Empower Employees</b></p> <p>Colleague Crowds empower the selected employees and make them feel valued, so you are encouraging them to engage with each other and with you. There are various ways to host these projects, in order to achieve different outcomes. The Idea Hunt SAS tools help to facilitate these different colleague crowds.</p>

## Marketing Manager

Open Innovation is a doorway, to getting to better know your customers, and understand the ways in which they engage with your products and/or services. Open innovation isn't right for everyone, so how do you if you should invest the time in energy in these practices? Read on to learn how to recognize common inhibitors and how to remove them simply with innovation projects that you can start today.

Problem	Solution
<p><b>Digital Transformation</b></p> <p>Technology can empower to gain better insights, to do more and to improve the quality of your projects, but with everything on your plate, how do you have the time to find new tech, evaluate it and implement?</p>	<p><b>Align Your Team</b></p> <p>Innovation sprints help to align your marketing team, sharing the tasks of finding and researching new technology and sharing it with each other to help identify which new tools can move you closer to your goals. The SaaS tools from Idea Hunt create easy to manage innovation sprints creating sustainable projects and behavior.</p>
<p><b>Gaining Customer Insight</b></p> <p>Connecting with your customers and gaining insight into their lives, their purchasing decisions and why they choose your products and services is vital to your marketing initiatives but it's a tricky and time intensive thing to accomplish.</p>	<p><b>Understand Consumer Behavior</b></p> <p>Make engaging with your brand fun and exciting for your customers by hosting netnographic probes in which they actually want to become involved. Netnographic probes help you gain the targeted information you need to collect, and our tools make it even easier.</p>
<p><b>Communicating your Brand</b></p> <p>Consumer attention spans are shorter than ever, and unless you are providing an entertaining or meaningful message it can be difficult to get our customers to listen in. So how do you effectively communicate your brand to those customers whom you need to reach?</p>	<p><b>Invite the Customer Into your Brand</b></p> <p>Empowering your customers is a great way to get them not only to hear what you're saying but to participate in projects and share their voice. Idea Jams are exciting conversations that your customers will want to join, all you have to do is create them and invite your customers in. The SaaS tools from Idea Hunt make this fast, fun and effective.</p>

