

Business Innovation Maturity Model (BIMM)

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Stage	Aim	Activities	Symptoms
I Sporadic innovations	<i>Innovation Awareness</i>	Leadership's informal support to innovation Scattered employee participations Recognition for innovations Cost focus	Pockets of innovation leadership Unplanned employee innovations Localized recognition Marginal financial performance
II Idea Innovations	<i>Employee Intellectual Engagement</i>	Leadership's formal support to innovation Informal organization for Idea Management Incentives or inspiration for ideas Reward and recognition system deployed Some employees are trained in innovation Few pilot projects Intellectual property practices	Innovation strategy Idea Management Leader Leadership trained in idea management Rewards for participation at all levels Idea Management deployed throughout Innovation projects evolving from ideas Tolerance for experimental failures
III Managed Innovations	<i>New successful solutions in the market for revenue growth</i>	Train product developers in excellence and innovation methods Idea Management process is defined Create a portfolio of innovations Commit resources to the portfolio Develop Innovation Management Plans Employees are allowed risk taking and experimentation Formal organization for innovation with Chief Innovation Officer reporting to CEO	Frequent launch of new derivative or variation innovations Idea management software implemented Idea metrics followed Improved performance of design and development processes Profitable innovations in the marketplace Chief Innovation Officer with innovation function on the Organization Chart and job description
IV Nurtured Innovations	<i>Culture of innovation across the organization</i>	Establish All department innovation goals towards profit or growth Provide training in excellence and innovation Ensure innovation competency in most departments Establish an Innovation Index CEO Award for Excellence in Innovation	Industry recognition of new innovations Most departments innovating new solutions activity, process, product, or business model level Performance to innovation goals is reviewed, reported and communicated quarterly Higher number of ideas per employee, and more CEO recognitions
V Sustained Innovations	<i>Sustained Profitable Growth</i>	Plan for Sustained Profitable Growth Budget and achieve desired revenue growth Establish Corporate Innovation Index Annually update portfolio of innovation Identify new growth opportunities and new jobs Introduce new platform every 3-5 years	Top and bottom line impact of innovation internally and externally Corporate recognition in the media Business objectives are being achieved, employees and customers are happy Improved ROI for investors Improve innovation predictability