Ultimate InnovationOps *Glossary*

InnovationOps, short for *Innovation Operations*, refers to a combination of cultural philosophies, operational practices, people, and software that increases an organization's **ability to deliver innovation** at high velocity while lowering risk.

InnovationOps plays a crucial role in aligning innovation strategies - enabling organizations to effectively manage the end-to-end innovation process and drive sustainable growth and competitive advantages.

More and more companies are learning how InnovationOps is used as a way to help **accelerate** their innovation growth, mitigate risk; gain a competitive **advantage**, and **improve** profitability.

This glossary is meant to help you navigate commonly used InnovationOps and Innovation Management definitions. Whether you're just learning about the nuances of InnovationOps or want a refresher, this guide is for you.

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InnovationOps
glossary

A

Agile Innovation

An iterative and flexible approach to innovation that emphasizes quick adaptation, collaboration, and continuous learning.

Ansoff diagrams

(also known as Ansoff matrices)

A set of strategic planning tools used by businesses to analyze and determine growth strategies. Ansoff diagrams provide a framework for identifying various growth options available to a company based on the combination of existing and new products/services and existing and new markets.

B

Back-end Innovation

The latter stages of the innovation process that includes prototyping, testing, commercialization, and scaling.

Business Impact Assessment

The evaluation and analysis of the potential effects and consequences of an innovation initiative on the organization's operations, performance, and stakeholders.

C

Closed Innovation

A traditional approach to innovation where all the ideas and processes are developed internally within the organization.

Continuous Improvement

An ongoing effort to enhance and optimize processes, systems, and practices by systematically identifying and implementing incremental changes and efficiencies.

Core innovation

A process of improving or enhancing existing products, services, or technologies within an organization. It involves making incremental changes, refinements, or advancements to core offerings to meet customer needs, enhance performance, or gain a competitive edge in the market.

D

Decision Gates

Specific points in the innovation or project lifecycle where key decisions are made to approve or discontinue a project, typically involving the evaluation of project performance, feasibility, and alignment with strategic objectives.

Design for Innovation

The integration of design principles, methodologies, and thinking into the innovation process to create desirable, feasible, and viable solutions.

Design Optimization

The iterative process of refining and enhancing the design of a product, service, or process to improve its functionality, usability, and user experience.

Design Sprint

A time-constrained process that combines design thinking and agile principles to rapidly solve problems, prototype solutions, and gather user feedback within a compressed timeframe (typically one week).

Design Thinking

A human-centered approach to problem-solving and innovation that emphasizes empathy, creative ideation, prototyping, and iterative testing to address complex challenges and create user-centered solutions.
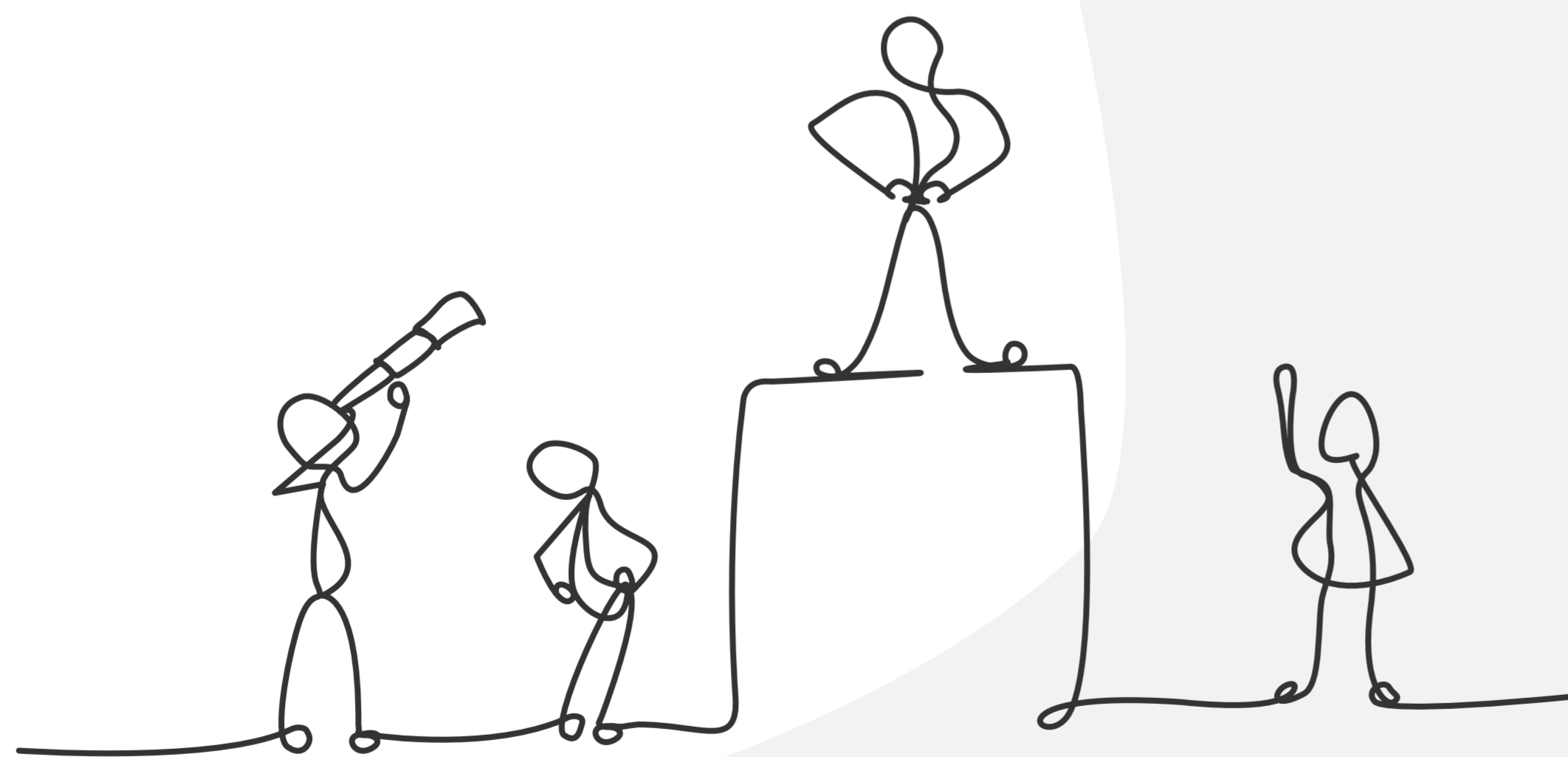
Discovery Process

An innovation process that relies on a large number of choices, from big go/no-go decision points that govern which ideas are pursued to countless decisions about how to conduct experiments; what data to collect; how to interpret findings, and how to act on them. Unlike simple ideation, discovery is focused on following a metrics-driven methodology that involves multiple levels of testing and learning.

Disruptive Innovation

The introduction of a new product, service, or business model that significantly disrupts existing markets or industries, often displacing established players and creating new market opportunities.

Dual Innovation

Also known as ambidextrous innovation, refers to the simultaneous pursuit of both incremental innovation and disruptive innovation within an organization.

F

Failure Analysis

The examination and understanding of failed innovation attempts to extract valuable lessons and insights for future improvement.

Front-end Innovation

The initial stages of the innovation process, including discovery ideation, concept development, and early validation.

Frugal Innovation

Developing affordable and resource-efficient solutions for emerging markets.

G

Gantt Chart

A visual representation of a project schedule that uses horizontal bars to illustrate the start and end dates of project tasks or activities, allowing for better planning, scheduling, and tracking of project progress.

Gate Meeting Automation

The use of automated tools or software to streamline and facilitate the gate review process, which involves assessing the progress, risks, and alignment of projects with strategic objectives before allowing them to proceed to the next phase.

I

Idea Generation

Involves the exploration and generation of a wide and diverse range of ideas, concepts, and possibilities without evaluation or judgment. It is often conducted through brainstorming sessions, ideation workshops, market research, customer insights, trend analysis, or other creative techniques.

Idea Incubation

The nurturing and development of ideas through dedicated programs, resources, and support systems.

Idea Management

Refers to the systematic and structured process of capturing, evaluating, selecting, and implementing ideas generated during the idea generation phase to drive innovation in alignment with strategic objectives. It includes mechanisms for tracking and monitoring the progress and impact of implemented ideas, fostering a culture of continuous improvement and learning.
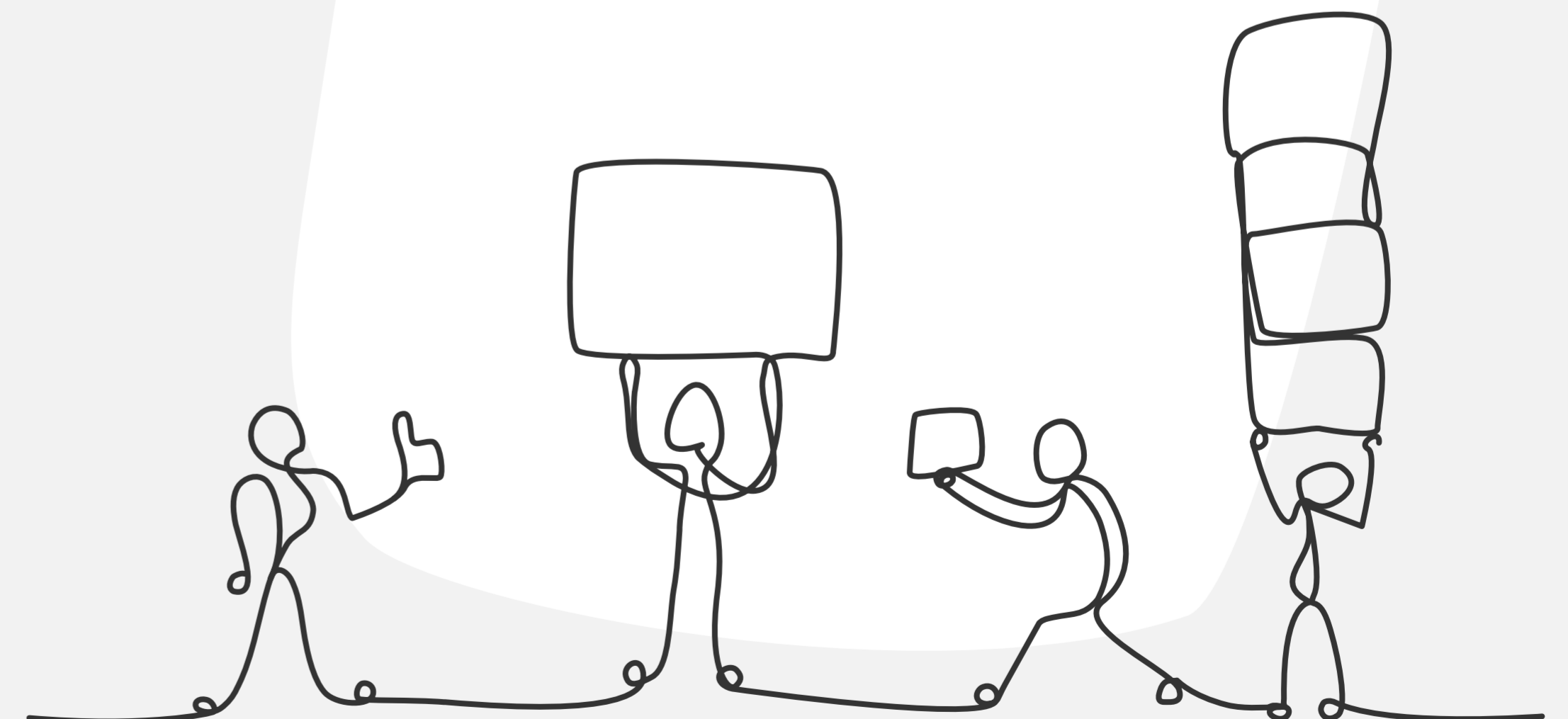
Idea Screening

The evaluation and selection of ideas to determine their feasibility, potential value, and alignment with strategic objectives, before investing resources in their development.

Idea Validation

The process of gathering feedback, conducting market research, and testing assumptions to assess the viability and potential success of an innovative idea.

Ideation

The process of generating and developing new ideas, often through brainstorming or creative techniques.

Incremental Innovation

The continuous improvement and refinement of existing products, services, or processes to enhance their performance, features, or user experience, without fundamentally changing the underlying concept.

Innovation Accelerators

Methodologies or frameworks designed to expedite the innovation process by providing structured guidance, tools, and resources to streamline idea generation, evaluation, and implementation.

Innovation Audit

An assessment or review of an organization's innovation practices, processes, capabilities, and outcomes to identify areas for improvement and enhancement.

Innovation Collaboration Platform

An online platform or digital tool that facilitates collaboration, idea sharing, and knowledge exchange among individuals and teams involved in innovation activities.

Innovation Culture

The shared values, beliefs, and behaviors within an organization that encourage and support innovation, including risk-taking, experimentation, collaboration, and a willingness to challenge the status quo.

Innovation Governance

The framework, processes, and structures for overseeing and guiding innovation activities, ensuring alignment with strategic objectives and effective resource allocation.
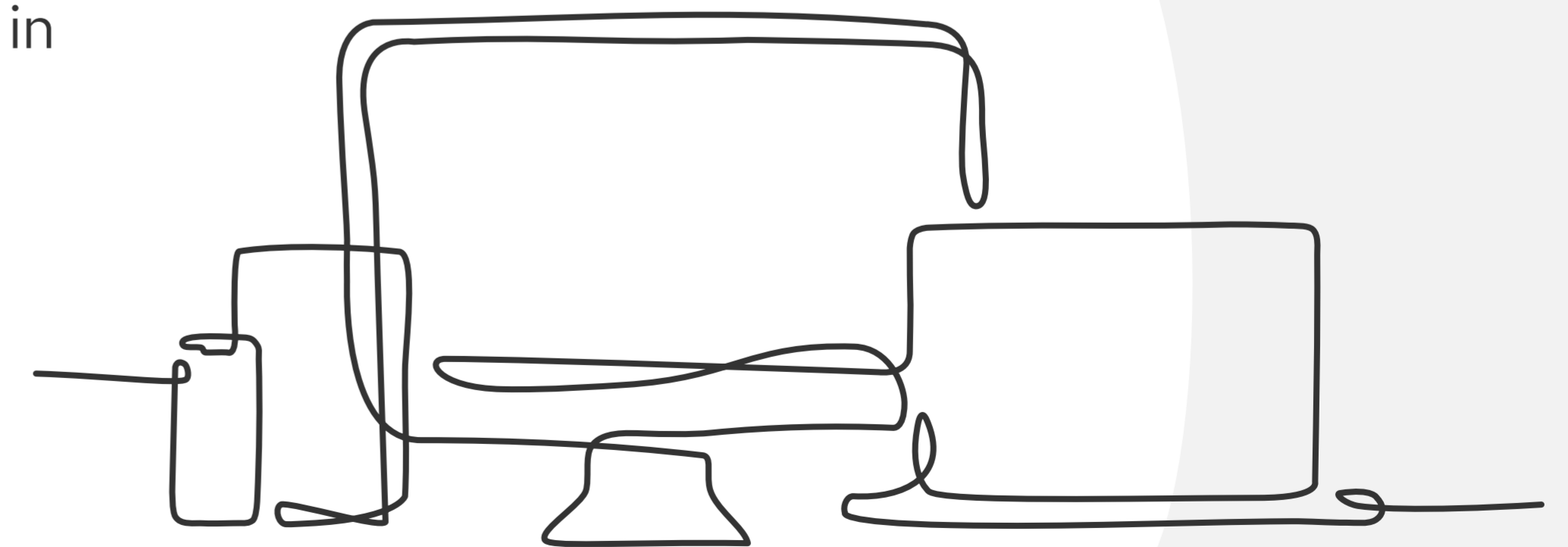
Innovation Lifecycle

The stages or phases through which an innovation project or initiative progresses, from idea generation and validation to development, commercialization, and eventual obsolescence or replacement.

Innovation Management

The systematic approach of managing and fostering innovation within an organization to enhance its ability to generate, implement, and sustain innovative ideas and initiatives.

Innovation Metrics

Quantitative and qualitative measurements used to assess and track the effectiveness and impact of innovation efforts, such as the number of new products launched, revenue from new sources, or employee engagement in innovation activities.

Innovation Performance Measurement

The evaluation and tracking of key performance indicators (KPIs) and metrics to assess the effectiveness, efficiency, and impact of innovation efforts.

Innovation Pipeline

A systematic and structured approach for managing the flow of ideas and innovations from conception to implementation, involving different stages, gateways, and decision points to ensure effective resource allocation and risk management.

Innovation Policy

Government or organizational guidelines, regulations, and incentives aimed at promoting and supporting innovation.

Innovation Portfolio

A collection of innovation projects and initiatives managed as a portfolio, balancing risk, investment, and potential returns.

Innovation Roadmap

A visual representation of the planned sequence of innovation initiatives and milestones over a defined time frame.

Innovation Sprint

A time-boxed and focused period of intensive work aimed at rapidly developing and testing innovative ideas or prototypes.

Innovation Strategy

A well-defined plan or framework that outlines an organization's approach to innovation, including its goals, target areas, resource allocation, and methods for fostering and implementing innovation.
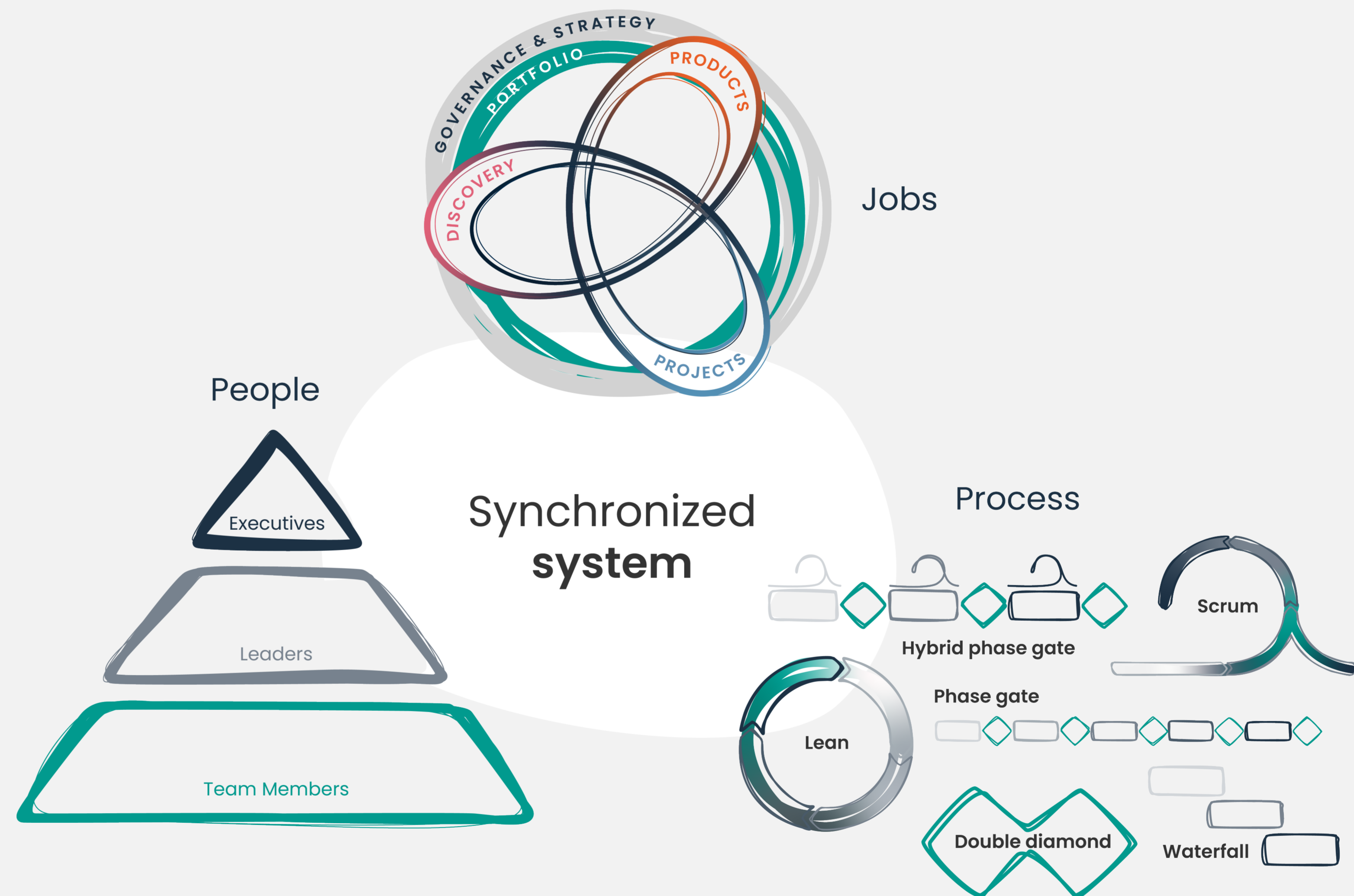
Innovation Workflows

The defined processes, activities, and sequences of tasks that guide the flow of innovation projects from initiation to completion, ensuring alignment with strategic objectives and effective utilization of resources.

Innovation

The creation and implementation of new ideas, processes, products, or services that result in significant value or improvement.

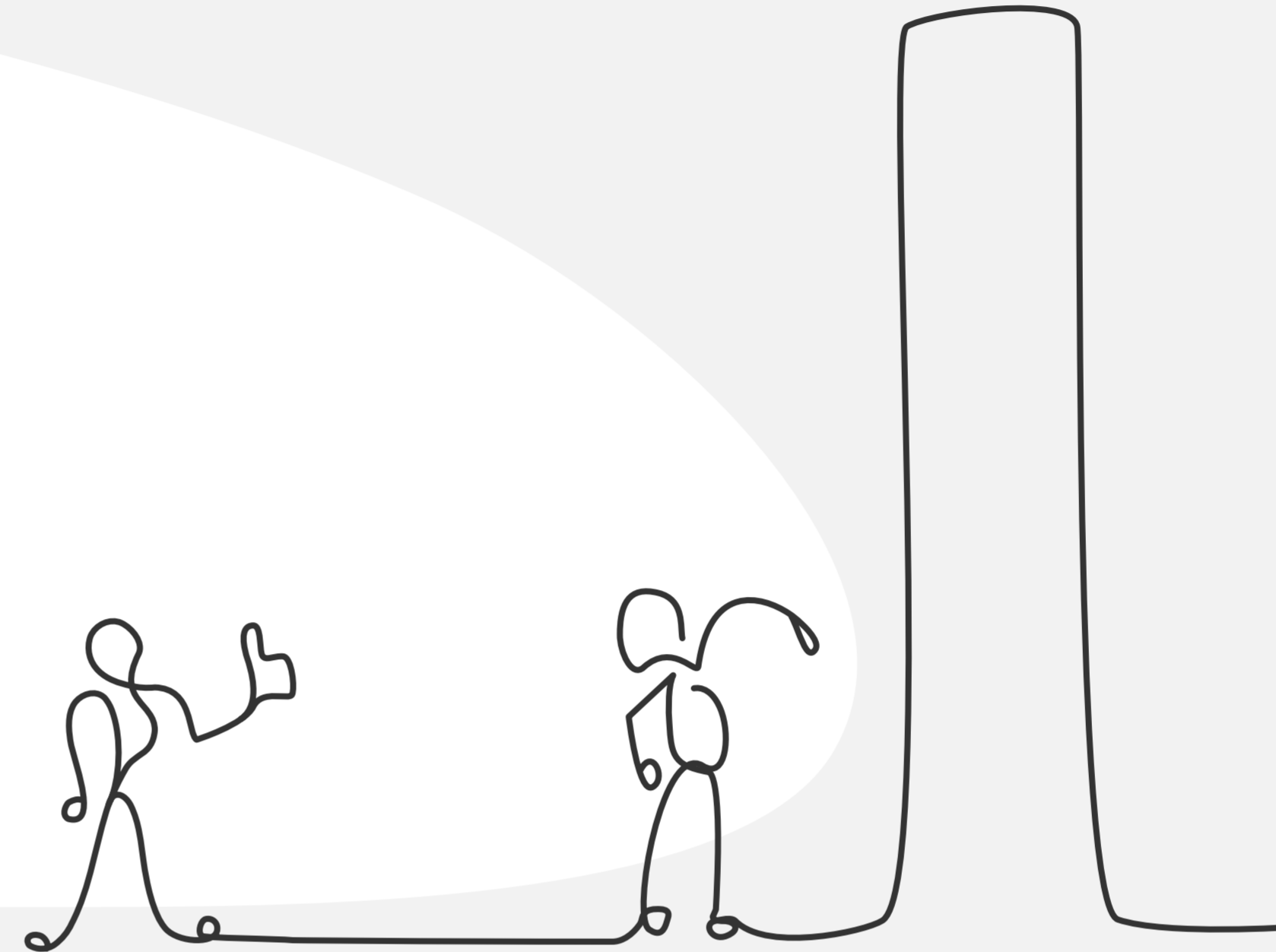## InnovationOps

A combination of cultural philosophies, practices, people, and software that increases an organization's ability to deliver innovation at high velocity while lowering risk.

Jobs

GOVERNANCE & STRATEGY
PORTFOLIO
PRODUCTS
DISCOVERY
PROJECTS

People

Synchronized **system**

Executives
Leaders
Team Members

Process

Scrum
Hybrid phase gate
Phase gate
Lean
Double diamond
Waterfall

J

JTBD (Jobs-to-be-Done)

A framework or approach that focuses on understanding the underlying needs, motivations, and goals of customers or users by identifying the specific "jobs" or tasks they are trying to accomplish, which can inform innovation and product development.

L

Lean Innovation

A methodology focused on eliminating waste, maximizing value, and achieving efficiency in the innovation process by continuously identifying and improving key activities and processes.

N

NPD (New Product Development)

The process of conceptualizing, designing, developing, and launching new products or services into the market, often involving market research, prototyping, testing, and commercialization activities.

O

Open Innovation

A collaborative approach that involves seeking external ideas, knowledge, and partnerships to drive innovation.

P

PDMA (Product Development and Management Association)

A professional organization dedicated to the study, promotion, and advancement of best practices in new product development and innovation management.

Phase Gate

A structured milestone or checkpoint in the innovation or project lifecycle that signifies the completion of one phase and the initiation of the next, typically involving a review and decision-making process.

PLM Strategy (Product Lifecycle Management Strategy)

A comprehensive plan or approach for managing the entire lifecycle of a product, including ideation, design, development, launch, maintenance, and eventual retirement or replacement.
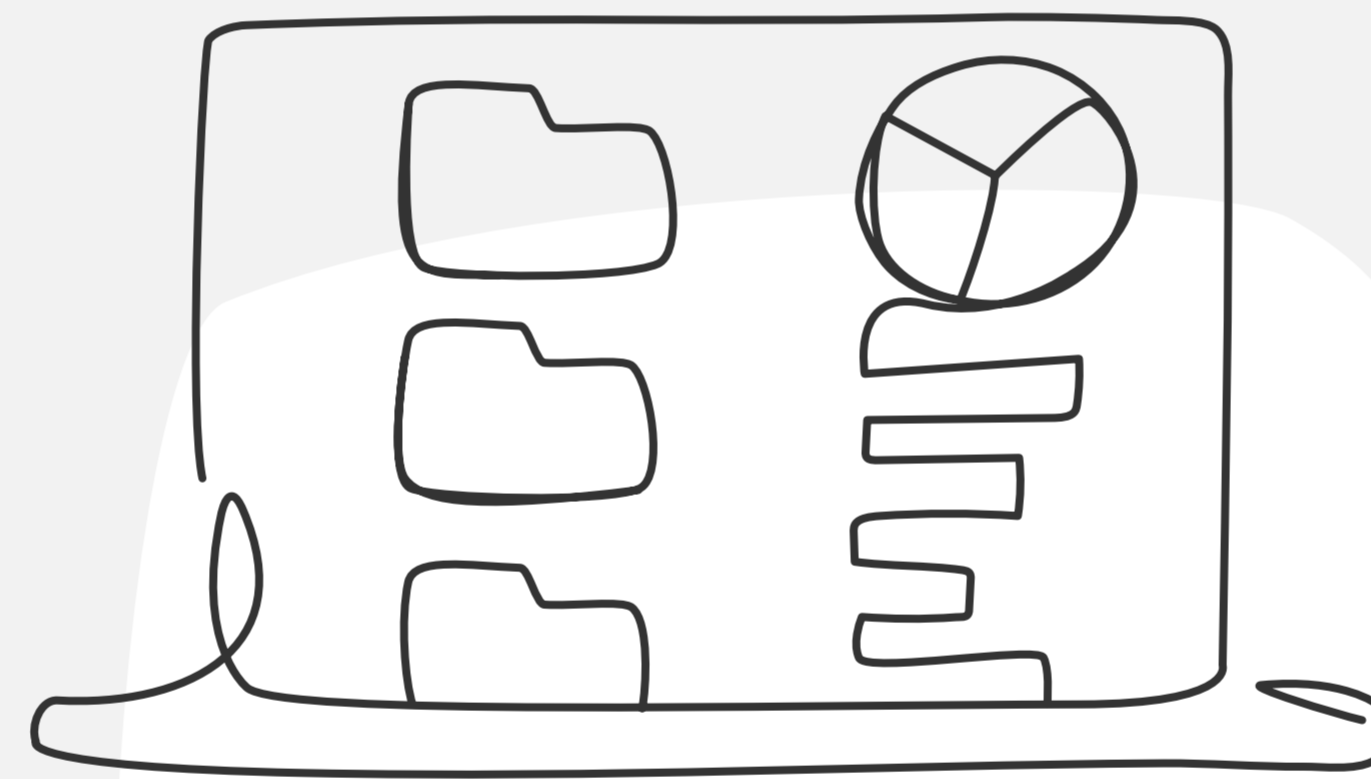
Portfolio Board View

A high-level overview or dashboard that provides a consolidated view of the innovation portfolio at the business unit level, allowing for strategic analysis, decision-making, and resource allocation.

Portfolio Inventory

A comprehensive list or catalog of all projects, initiatives, and assets within an innovation portfolio, including their status, priority, resource requirements, and expected outcomes.

Portfolio Management

A systematic approach of managing a portfolio of innovation initiatives and projects within an organization. It involves selecting, prioritizing, and allocating resources to different innovation projects to achieve strategic objectives and maximize the return on innovation investments.

Portfolio Optimization

The process of analyzing and adjusting the composition of an innovation portfolio to maximize its overall value, balance risk and reward, and align with strategic priorities and resource constraints.

Portfolio Planning

The process of defining the strategic direction, objectives, and priorities for an innovation portfolio, including the selection, prioritization, and sequencing of projects and initiatives.

Portfolio Prioritization

The systematic evaluation and ranking of projects or initiatives within an innovation portfolio based on criteria such as strategic alignment, feasibility, potential value, and resource requirements.

Process and Project Management

The application of structured methodologies, tools, and techniques to plan, execute, and control innovation projects and processes, ensuring efficient and effective delivery of desired outcomes.

Process Model Agnostic

Refers to innovation initiatives that do not adhere to predefined process models or methodologies. It implies that the organization is flexible and open to using various approaches and frameworks based on the specific needs and requirements of each innovation project.

Project Management

The practice of planning, organizing, and controlling resources and activities to achieve specific project objectives within defined constraints of time, cost, and quality.

Prototyping

A key activity at the front end of innovation – where ideas are generated, explored, and evaluated before being developed into products, services, or solutions. It enables innovators to visualize and demonstrate their ideas, assess technical feasibility, and gather feedback from stakeholders, users, or potential customers to reduce risks, accelerate learning, and increase the chances of success.

R

Radical Innovation

A significant and transformative innovation that brings about substantial changes and new opportunities that leads to substantial changes in products, processes, or industries.

Rapid Prototyping

A process of quickly creating and testing low-fidelity prototypes or mock-ups to gather user feedback, validate assumptions, and refine designs before investing significant resources.

Reverse Innovation

The process of developing innovative solutions in emerging or developing markets and then scaling or adapting them for use in more advanced or established markets.

Road Mapping

A strategic planning process that helps organizations visualize and communicate their innovation initiatives and strategies over a defined period. It involves creating a roadmap, which is a visual representation of the organization's innovation goals, timelines, and key milestones. decisions.
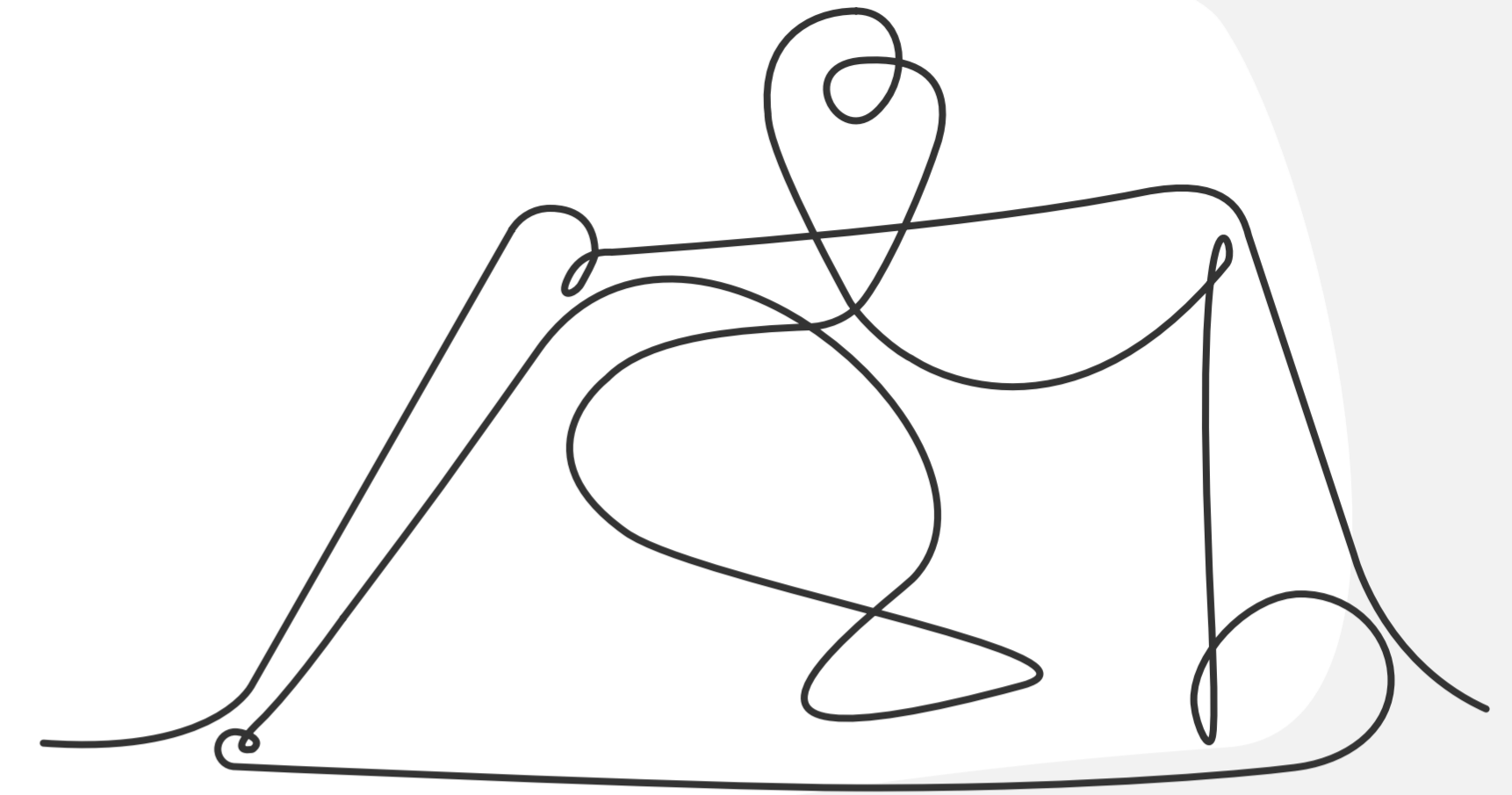
S

Scenario Analysis

The process of analyzing and evaluating different possible future scenarios or outcomes based on varying assumptions, often used to assess risks, opportunities, and potential impacts on innovation projects or portfolios.

T

Technology Readiness Level (TRL)

A scale used to assess the maturity and readiness of a technology for implementation.

Time Tracking

The practice of recording and monitoring the time spent by individuals or teams on various innovation-related activities. It involves tracking the time invested in ideation, research, development, testing, and other stages of the innovation process.

Trend Spotting

The process of identifying and analyzing emerging trends, patterns, or shifts in the environment that can have a significant impact on markets, industries, or customer behavior.

TRIZ (Theory of Inventive Problem Solving)

A systematic problem-solving methodology that uses a set of principles, patterns, and inventive techniques to generate innovative solutions and overcome technical contradictions.

U

User-Centered Innovation

A design approach that involves understanding and addressing the needs, preferences, and experiences of end-users to create innovative solutions.
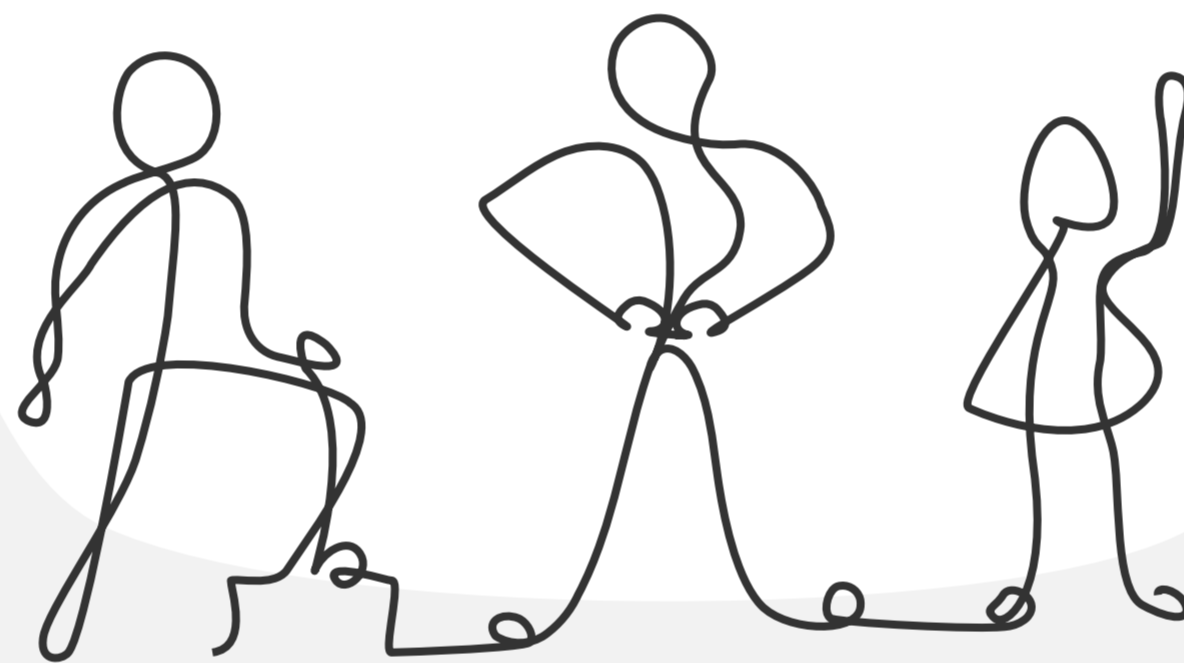
W

Waterfall Model

A sequential and linear approach to innovation and product development where each stage is completed before moving to the next, with limited opportunity for iteration or flexibility.

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Sopheon (LON: SPE) empowers organizations to change the world while achieving exceptional long-term revenue growth and profitability. By operationalizing the entire innovation life cycle, Accolade® and Acclaim™ software and expertise enable innovation, product and project professionals to accomplish the full range of InnovationOps tasks to drive innovation at scale. Sopheon's solutions have been implemented in over 50 countries by hundreds of blue-chip customers, including the three most recent winners of the PDMA's Outstanding Corporate Innovator Award. Sopheon is listed on the AIM Market of the London Stock Exchange.

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