Capturing Innovation in the Workplace by Sarah Ryan

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How often do your staff present to you a great idea and it gets lost in an email exchange?Â Do they complain that management never takes any notice â€“ and give up?

For without a formal mechanism for capturing and harnessing innovative ideas, innovation tends to get lost in a companyâ€™s day-to-day operations.Â

What is required is a transferable system forÂ creating a pipeline of yourÂ company's good ideas. It is also critical to determine if those ideas have the potential to manifest intoÂ commercial outcomes.Â

Dan Liszka, innovation consultant with the NSW state governmentâ€™s Innovation Advisory Service, defines â€œwhether the idea isÂ an incremental improvement, aÂ strategic development of new products or services or disruptive business models, technologies and productsâ€•. The recent webinar presented by innovation consultant Liszka covered:

Â· assessingÂ intellectual propertyÂ - patents/trade secrets/brand & trade marks

Â· licensing vs spin-offs - how to assess the best route to market

Â· capturing and screening innovation, assessing its business merits and harnessing resources

Â· building teams and commercial capacity.

Â· building value drivers into a business

Â· understanding the need to adapt/adopt - using market feedback in the product development cycle

Â· Case studies covering common mistakes.

If your company is without formal research and development program or you wish to improve your R&D output contact the NSW Innovation Advisory Service at info@ausinvent.com to receive the link to the webinar recording.

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Presented by Dan Liszka, the Managing Director of Alchemy Equities and the NSW Innovaiton Advisory Service â€“ the company has acquired specialist expertise in the delivery of in-house innovation commercialisation services for large and small to medium enterprises. Dan is a nationally recognised speaker on early stage commercialisation and he shares his insights into the innovation capture process with some easy, implementable programs.Â See www.ausinvent.com for more information.

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