

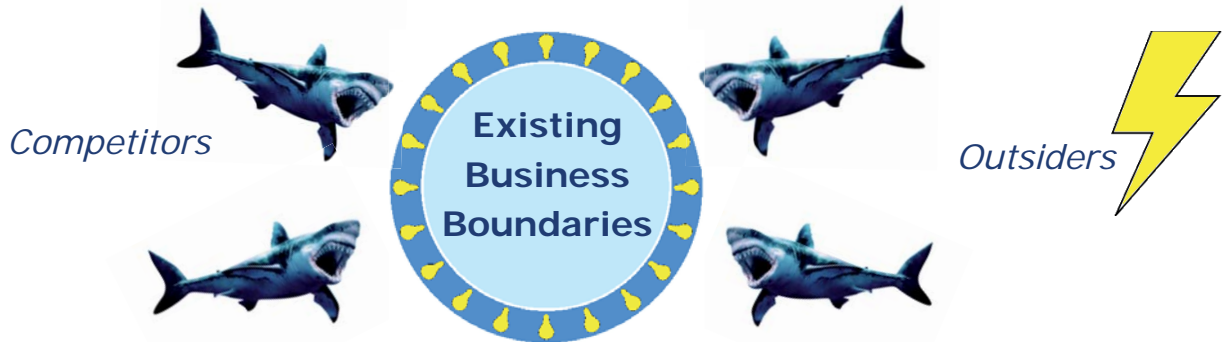
360 Enterprise Innovation



"The business enterprise has two and only two basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs."

- Peter Drucker, *The Practice of Management*, 1954

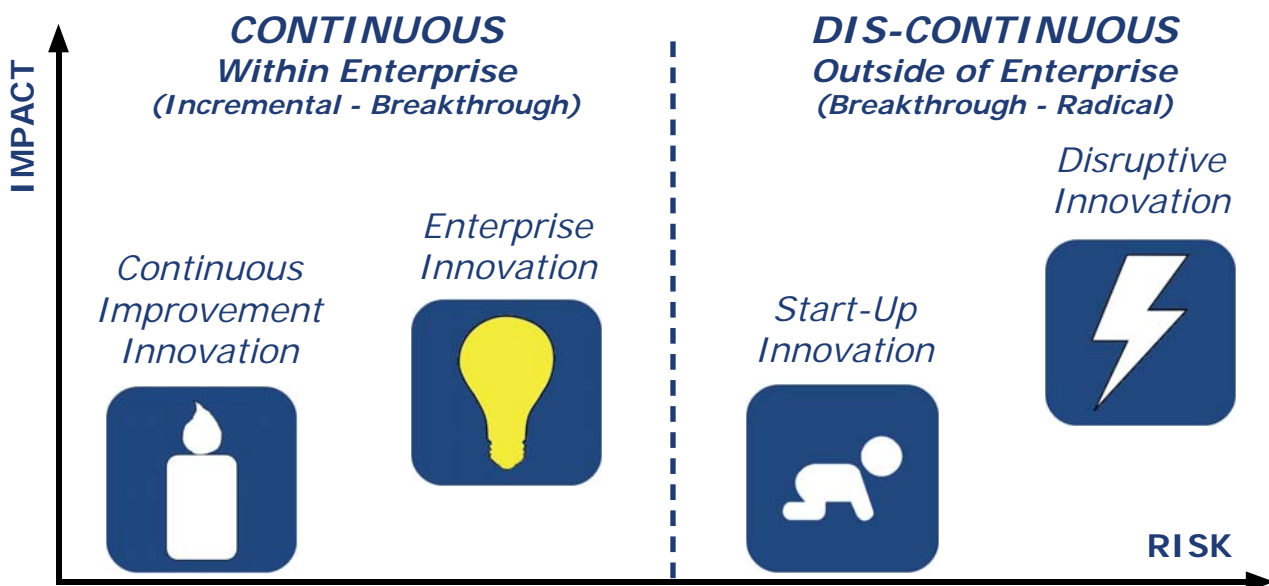
Innovation is essential to GROW & PROTECT your Organisation



Enterprise Innovation:

Growing and protecting your business **outside** existing boundaries

Types of Innovation



The Innovation Journey

STAGE 1: Explore

1. Select Areas of Interest
2. Allocate Innovation Mentors
3. Identify Creators to generate new ideas
4. Form pairs of Creators and Communicators

STAGE 2: Evaluate

5. Design experiments to evaluate new ideas
6. Gain approval to proceed
7. Conduct rapid prototyping with Collaborators
8. Generate Final Specifications to make the idea a reality

STAGE 3: Execute

Commercialise approved Final Specifications and integrate into normal business by:

- Internal sales and marketing processes; or
- Licensing to strategic partners; or
- Spin out new entity.

CTPM's Empowering Innovation Framework

A 7 Step process that encompasses the first two Stages of the Innovation Journey

How we can help

*If you would like to know more about **360 Enterprise Innovation**, contact **Dr Andrew M Connery** the Director of Innovation at CTPM.*

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***Dr Andrew M Connery** is an Innovation practitioner with in-depth academic research built on top of 30 years of real world expertise in B2B marketing at a senior corporate level and as a serial online entrepreneur since 2001. He was Federal Vice-President of the Australian Marketing Institute (AMI) in 1990 and is the founder and major shareholder of Empower Australia who received the Prime Minister's Award for Excellence in Community Business Partnerships (NSW Small Business Category) in 2004. Since joining CTPM in January 2017, he has been developing the 360 Enterprise Innovation methodology to help support organisations as they progress on their Innovation journey.*