

360 Enterprise Innovation



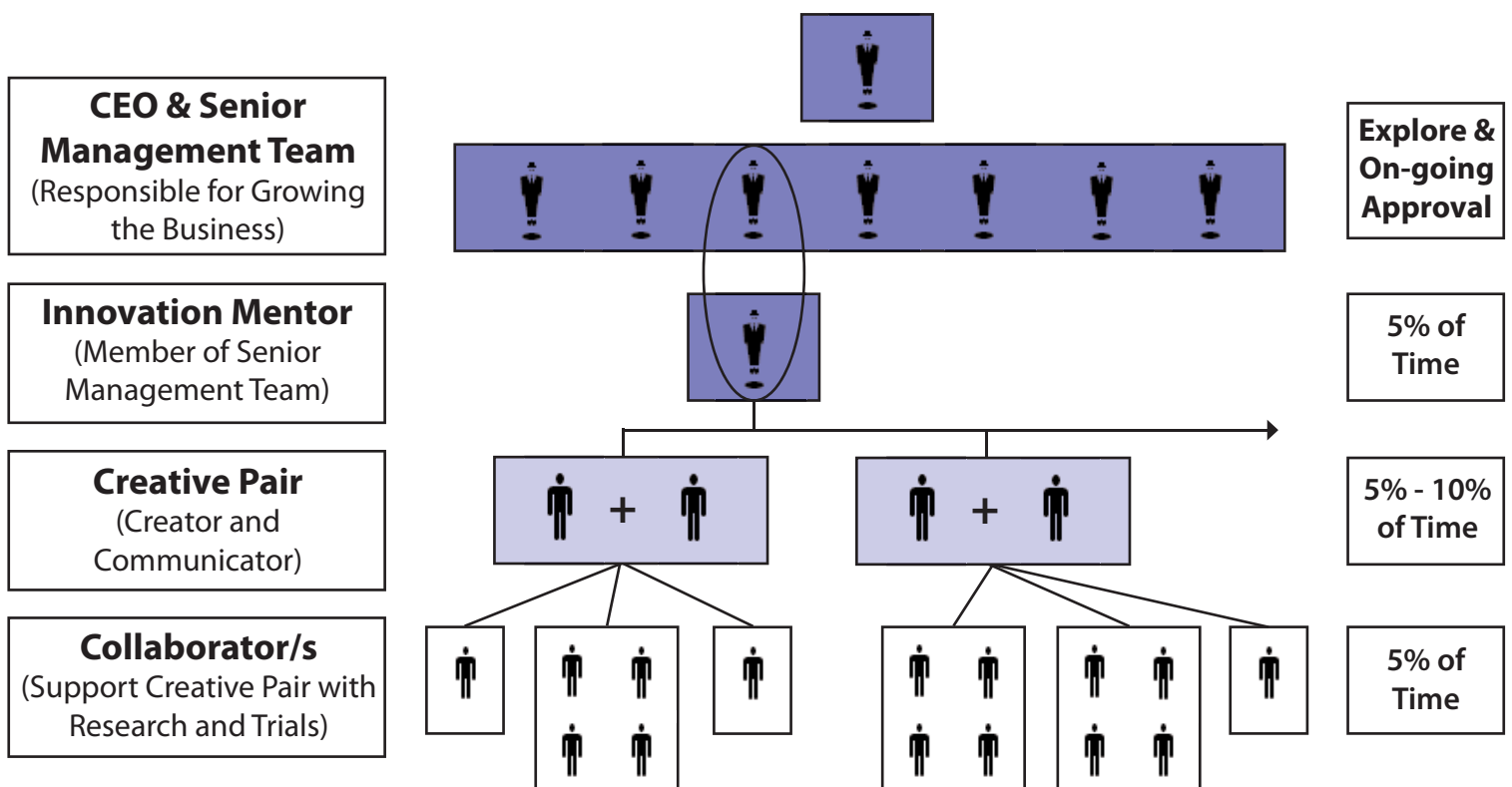
“Everybody talks about the need for Innovation in their business, however our research reveals very few, if any, organisations have a structured process in place to turn new ideas into commercial realities.”

- Dr Andrew M Connery, Director of Innovation at CTPM

CTPM's **360 Enterprise Innovation** approach seamlessly embeds a formal system of Innovation Exploration and Evaluation within an existing organisation's structure utilising participating staff members.

High priority ideas are systematically evaluated over a 12 week cycle deploying the 7 Step **Empowering Innovation Framework** incorporating four core principles, being Guided Innovation, Creative Pairs, Mentoring and Rapid Prototyping.

360 Enterprise Innovation requires a support network for success and a time commitment of 2-4hrs / week from participating staff members.



Empowering Innovation Framework

Typically a 12 week cycle comprising of 3 workshops supported by 1 - 2hr weekly meetings

STEP	WEEK												
	1	2	3	4	5	6	7	8	9	10	11	12	
1. EXPLORE													
2. IDEATION													
3. PARTNER													
4. DESIGN													
5. PRESENT				*									
6. EXPERIMENT													
7. HANDOVER												*	

Legend:



Workshops

* Present to Senior Management

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.