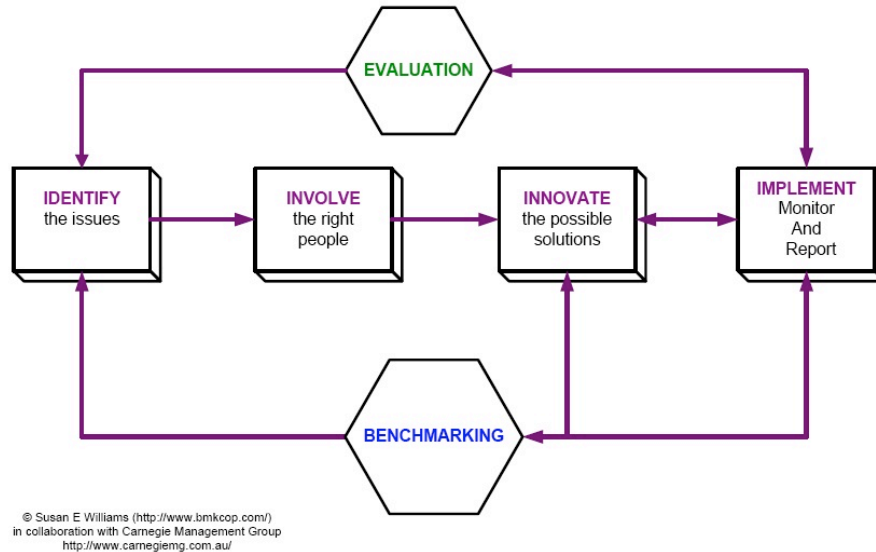


THE 4 IS TO INNOVATION

The 4 Is to Innovation



The Carnegie Management Group has developed a simple and effective process called “**The 4 “I” s**” to assist organisations grow, develop teams and provide the impetus for personal transformation and career progression.

The 4 “I”s comprises the following steps:

- Identify
- Involve
- Innovate
- Implement

Key elements of each of these steps are described below:

1. Identify the issues

First identify areas to build, make improvements and add value to your goals, and the outcomes that you want to achieve. Some tools to assist you in this process include:

- SWOT analysis
- Environmental scan
- Scenario planning
- Gap analyses from benchmarking exercises
- Findings of evaluation studies
- Information gathering, competitive intelligence
- Recognition of emerging trends

2. Involve the right people

People at the “coal face” know best and need to be involved. Get them to participate right from the start.

Collaborate with others to share ideas, garnish new ideas and thinking, learn from one another and grow and improve.

Involve all those who have a stake in your program in benchmarking exercises and evaluation studies to create a positive attitude towards change and encourage people to work in partnership with others.

3. Innovate the possible solutions

Explore other ways of doing things. Always ask: “Is there a better way?”

There are many tools available to help you with your innovative thinking.

It is essential that your solutions are consistent with your values.

4. Implement

Take action BUT only when you have checked out your idea and found that it adds value and provides a solution for your initial issue or problem.

You will need to **monitor and evaluate** to measure the benefits. How are you going to know if you have had a win if you cannot measure the impact of your change program?

Develop a plan: establish measures and a regular reporting system to set a baseline and record change at regular intervals.

Evaluation is the systematic process of collecting information (qualitative and quantitative data) that focuses on the impact of a change process at any stage. The findings of an evaluation will give you information about your performance so you can identify opportunities for improvement and focus benchmarking efforts.

Benchmarking is an ongoing process to find better ways of doing things. Benchmarking is about adapting what you learn from the best and modifying these practices to your circumstances.

Benchmarking also encourages you to strive for excellence and innovation as it underpins the drive for performance improvement.

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