

Innovation is a Process – Not a “Thing”

A Process



Innovation is a process not a “thing”. It is made up of many components that have to work together in order for a company to be truly innovative.

A company must have the right mix of creativity and formalized structure, one without the other will not be successful in the long term.

Do you want to enhance your innovation process and become more competitive?

If so, there are 9 components that are present in leading innovative companies that you can implement to increase your competitiveness in the food processing industry.

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9 Components of the Innovation Process:

- **Support** - Senior management must encourage and support corporate innovation.
- **Resources** - Allocate dedicated resources (human and financial) to pursue innovation. Must have the ability to adjust these resources according to the innovation need.
- **Leadership Training** – Strong leaders are not always born, they need training and development to lead the way to innovation.
- **Organization Structure** – Create a flat and flexible organizational structure able to quickly respond to market opportunities. Connect all areas of the company enabling them to break out of information “silos” and work together. Utilize customer segmentation, brand segmentation, or whatever method best meets corporate goals.
- **Corporate Goals** - The goals and objectives surrounding innovation must be clear and understood by employees.
- **Communication** – Institute a corporate expectation of collaboration between business units to ensure that all employees that need to know what is going on are “in the know”.
- **Technology** - Implement technology to allow employees to gather and share intelligence.
- **Allow Creative People to be Creative** – Offer flexible hours, compressed work, modified hours, etc. Where possible, create the environment that is conducive to employees’ unique needs to enhance innovation.
- **Evaluate the Process** – Evaluate the innovation process on a regular basis. Is the processing working? Where are the dysfunctional areas? What can you do to improve? Just because the same process has been used for 10 years does not mean it is the most effective.