

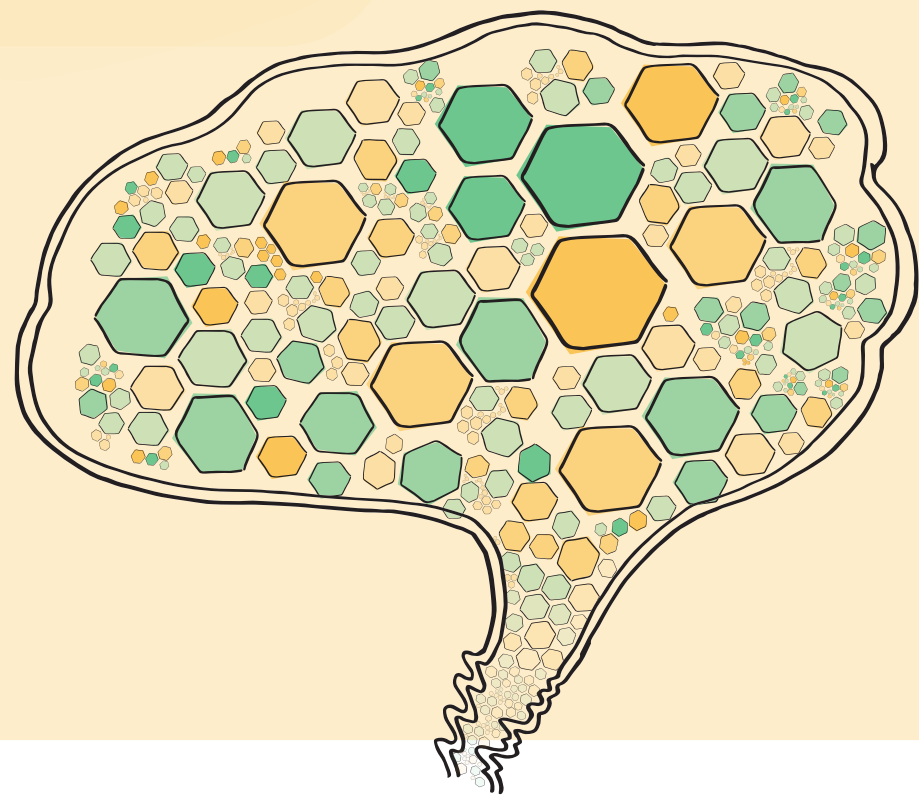
Situation: PEPP's innovation team, Area 52, spends too much time starting and monitoring Area 1 and 2 innovations.

Vision: Operating companies and employees of Pon Power & Pon Equipment responsible Area 1 & Area 2 innovations.



The challenge:

Design a **framework that enables** different operating companies to **define an innovation process** that **supports employees** to be **involved with innovation**.

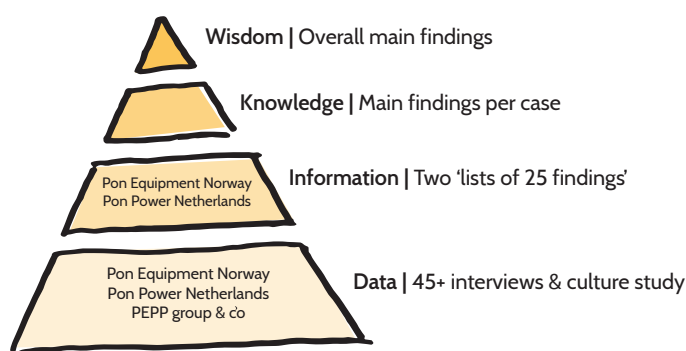


Brains of innovation

Setting the Pon Equipment & Pon Power mind to it



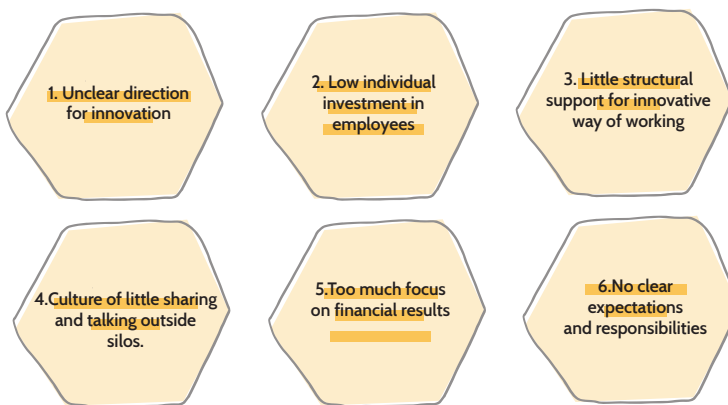
Approach for the challenge



DIKW model to structure data

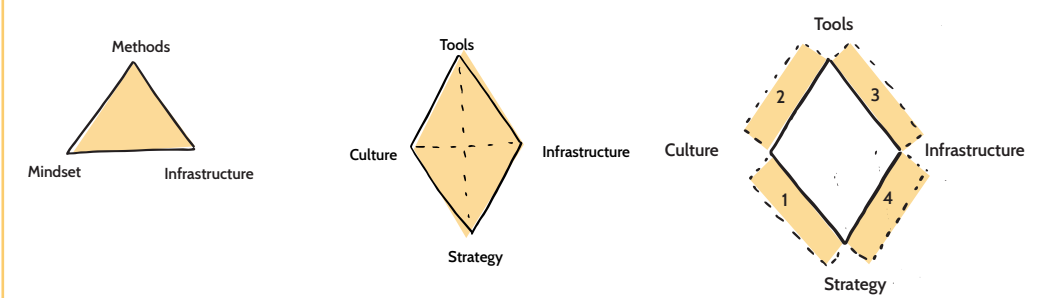
To get from information to knowledge, co-creation sessions were held with both Pon Equipment Norway and Pon Power Netherlands

Main observations



At the wisdom stage, by means of a cross-case-comparison, six main observations are found. These are starting points for the theoretical framework

Theoretical framework



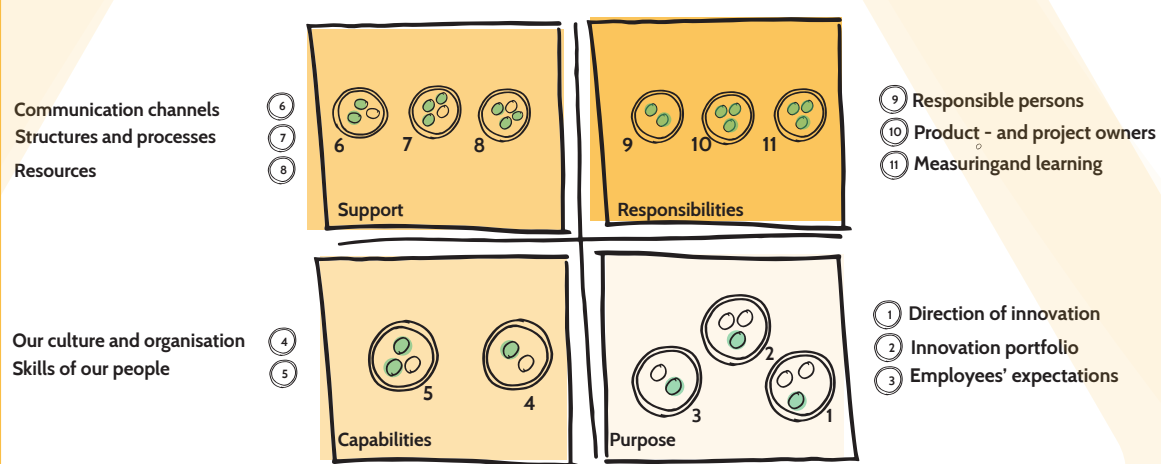
A. Triangle of innovation

B. Diamond of innovation

C. Theoretical fields of innovation

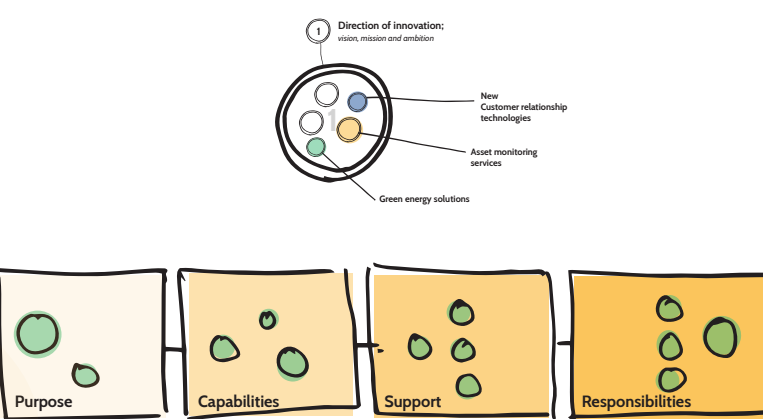
By combining the innovation triangle (A) from literature, with the main observations, an extra element (strategy) was added, resulting in a flat diamond structure (B). Connecting the four elements creates theoretical fields of innovation (C).

The innovation framework in 3 steps



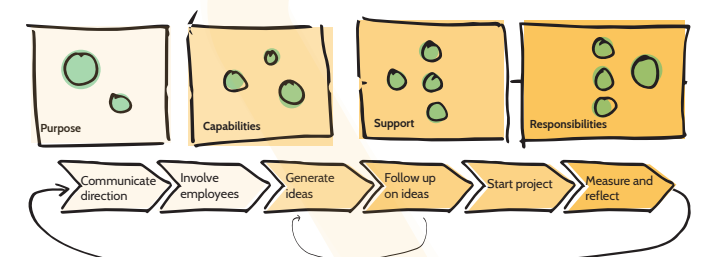
1. Understand the fields of innovation

Why: A company needs to understand the current and desired situation for every field of innovation
How: The Area2 coordinator facilitates OpCo's in using the exploration worksheets
What will you get: Different options in every element shown in the fields of innovation



2. Choose a track of innovation

Why: To make- and communicate concrete decisions about what innovation direction to focus on
How: The OpCo expert and some employees, with help of the 'track worksheets'
What will you get: A track of innovation: a chosen direction or path, innovation.



3. Follow the innovation process

Why: To have a structured way of dealing with the innovation track in practice.
How: The OpCo innovation expert will guide the overall process, anyone can join based on the expectations in the OpCo's.
What will you get: a track of innovation that guides you to bla bla

Luc van Wanroij
 Changing organizations -
 a leap from Pon's yesterday and now, to tomorrow and the future
 23-01-2019
 Strategic Product Design

Committee Bart Bluemink
 Christine de Lille

Company Pon Equipment and Pon Power



Delft University of Technology