Nine keys to innovation essay sample

Business, Company

The main idea of the article Nine Keys to Innovation Management 2. 0 by Spigit, a Social Enterprise company, is the importance of developing tools for enhancing organizational innovation capabilities and for enabling creativity in companies. It is hard to question the benefits of innovation as well as its significance for business development. Therefore, innovation management has been in the core of nearly every organizational strategy for years. However, little attention has been drawn to enabling innovation and to the creation of the environment, which would encourage employees to generate new ideas. In the majority of companies there is a number of obstacles on the way of innovation, therefore employees feel reluctant to innovate or to promote their ideas unless it is required by a formal job description. The authors of the article suggest that companies should not discount the benefits of social innovation as an addition to the traditional formal business development teams and should implement strategies that would maximize human resource potential, bearing in mind the 9 fundamental steps to seize the benefits of social innovation: innovation systematization, the use of dedicated platforms, enhancement of idea diversity, prevention of idea self-censorship, creation of choices, prioritizing innovation, recognizing innovation funnel, quantifying innovation, as well as balancing disruptive and incremental innovations. Additionally, the article introduces the new Spigit's Social Enterprise software Innovation Management 2. 0, which could help organizations to capture the best ideas of its employees and to leverage on their innovative capabilities. The software also provides a systematic way to approach new ideas, to structure their development, to analyze the progress

and to enhance communication within the community, thus ultimately improving company's innovation management process.

The authors of the article mainly address human resource managers and organizational leaders, who are actively involved in the development of strategies for managing innovation capabilities. The detailed description of Spigit's software solution suggests that the aim of the article is not merely to inform the readers about the importance of utilizing employee capabilities, but also to promote own software solution for managing social innovation. This fact demonstrates that the authors do not target general public, but people who are professionally involved in innovation management activities.

In order to provide evidence to the information presented in the article the authors actively use illustrations, statistics and findings of the related academic research. Moreover, the citations provided on the left side of every page do not only add weight to the arguments presented by the authors, but also help to summarize the content of the page and to emphasize the main ideas presented.

The authors conclude the article with the description of the core elements of Spigit's Innovation Management 2. 0 software. This structure aims to capitalize on the background information provided to the readers in the main body of the article, thus connecting the functionality of Innovation Management 2. 0 to the current demand for more sophisticated social innovation management strategies.

In the article Nine Keys to Innovation Management 2. 0 Spigit authors pursue two main objectives: they want to draw readers' attention to the

underutilized potential of social innovation in the majority of contemporary organization as well as to promote Spigit's Innovation Management 2. 0 as an effective solution to managing organizational social innovation capabilities. Although the article does not provide in-depth information related to the topic, both aims of the authors have been successfully achieved. Having read the article, readers can get the first idea about the emerging trend of social innovation management, as well as consider whether their organizations are putting sufficient effort into utilizing employee innovation potential. Moreover, they become aware of Spigit's Social Enterprise software as a potential solution for social innovation management, thus effectively meeting the original objectives of the authors.

References

Spigit. (2012). About Spigit. Retrieved from http://www. spigit. com/about-spigit/