

2020 Strategic Technology & Innovation Management Programme

Making Innovation Tasks Self-Sustaining?

Contact: Clare Farrukh, cjp22@cam.ac.uk, +44-1223-339812

Industrial / managerial need addressed

Many companies have invested in enterprise and knowledge management systems which require timely and accurate updating of information on technology development activities and progress. Although the aim is to effectively engage teams carrying out such innovation management tasks, the proactive compliance effort needed to obtain the information can be costly and demotivating. This project seeks to investigate this challenge and propose practical ways forward.

Expected deliverables

- Case studies from literature, in-company experience and trials of techniques
- Checklists to support technology managers based on findings

Engagement opportunities

- STIM companies will be asked to join discussions and host interviews about the challenges and ways forward, and to take part in trials of possible approaches in their companies

Approach

- Review innovation literature and STIM companies for good practice examples
- Review behavioural sciences, human performance and process improvement fields for tested concepts and impact in areas such as safety and quality
- Trial use of techniques including templates, implicit/digital prompts and reframing



Pet Projects, Ian Madden, Torrs Consulting, The Chemical Engineer, October 2018, and Fractal, Advertisement in The Economist 2019