

Innovation Management

IMP³rove approach

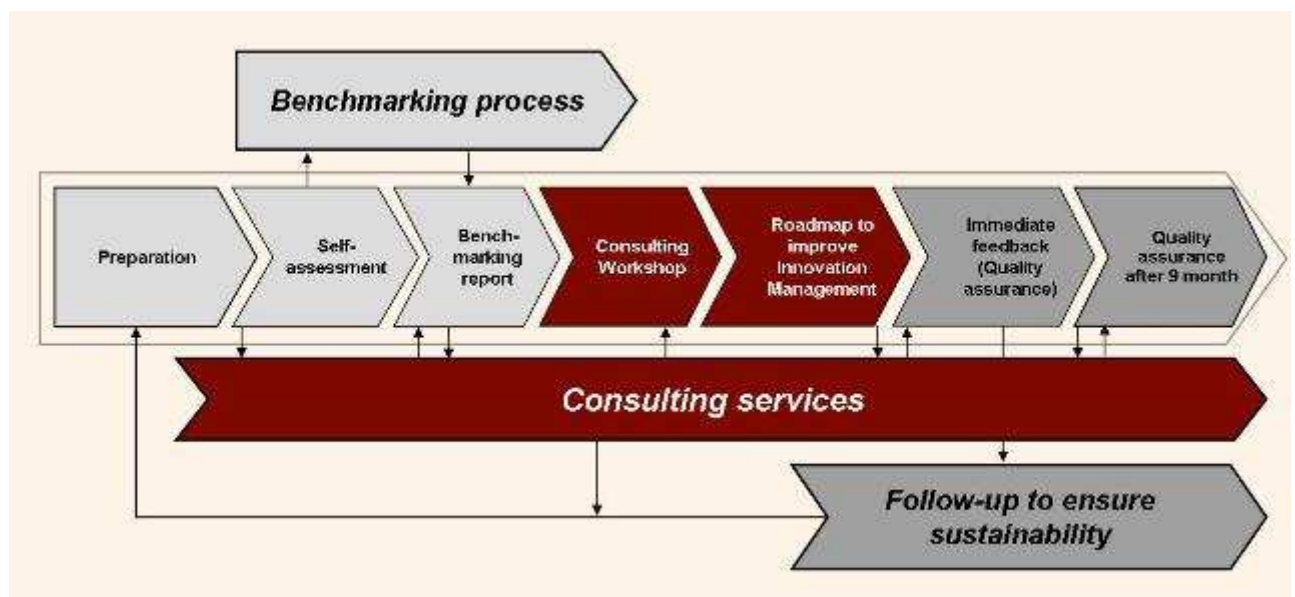
Innovation is the result of a company's efforts to develop new products, new services, new business models or processes in which their customers or clients see a new or additional value added, and for which these customers are willing to pay a price. Hence, innovation is not just an invention. Innovation has to prove its value in the market. Only then Innovation Management will contribute to the company's sustainable growth.

IMP³rove takes a holistic approach to improve your innovation success. It covers all dimensions of Innovation Management including:

Innovation strategy, Innovation organization and culture, Innovation Management processes, as well as enabling factors for Innovation Management

IMP³rove provides you with a highly professional Innovation Management consulting process, into which a self-assessment tool, which is based on benchmarking, is integrated.

Small and medium sized enterprises have the chance to benchmark their own Innovation Management performance against other companies of their sector and size. This serves as a basis for a well directed Innovation Management consulting follow-up and leads to a solid and sustainable company development at eye level of best practice.



Further interesting information is provided on the European Innovation Management network's website: www.improve-innovation.eu