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Poster abstract

Effective Innovation Management

BUILDING ON A VIVID INNOVATION CULTURE AND ELABORATED PROCESSES

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Effective innovation management is indispensable for the commercial success of innovation projects. It requires not only elaborated processes and tools to operationally manage innovation projects, but also a vivid innovation culture with dedicated and skilled people, as well as a well-defined innovation strategy to set a clear direction. At Clariant the linking of a central R&D with the businesses, intense cross-functional internal and external collaboration, as well as a dedicated Clariant Innovation Excellence organization form a sound basis for developing innovative solutions that reach far beyond existing businesses. The application of latest ideation methodologies and innovation formats are on the rise to tackle future challenges. At the same time, the regular evaluation and assessment of critical key performance indicators based on a high degree of transparency is key for effective innovation portfolio management. Additionally, an ever increasing degree of digitalization accompanies the innovation processes and makes them fit for future purposes.