Innovation Process Steps

**Step 1: Define the Problem**
- The innovation process starts with a problem such as:
  - increasing sales;
  - improving the production process;
  - satisfying the particular customer needs and etc.

**Step 2: Generate Ideas**
- Methods of generating new ideas:
  - Focus Groups
  - Brainstorming
  - Problem Inventory Analysis

**Step 3: Evaluate the Ideas**
- Methods of evaluation:
  - SWOT analysis
  - Evaluation matrix
  - Pass / fail evaluation

**Step 4: Choose the best Idea / Ideas**
- The best innovative idea is that one that best fits your criteria and shows great results on your method for estimation.

**Step 5: Develop the Idea**
- Strategy elements to consider:
  - Design
  - Engineering
  - Prototyping
  - Test in the business environment
  - Manufacturing
  - Distribution
  - Branding
  - Marketing and sales

**Step 6: Implement the Idea**
- Steps of the monitoring process:
  - Collect data during the process of implementation
  - Compare the collected data with required results for the particular moments
  - Decide what actions have to be done to improve the process

**Step 7: Monitoring**
- Get personnel and management involved
- Train the staff
- Make a business plan
- Consider outside factors and details