



5 STEPS

to more effective
open innovation

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& PARTNERS

WHY OPEN INNOVATION?

Open innovation contrasts with traditional internal approaches to research and development which are largely conducted within the business. Instead, collaboration with external organisations and networks can help you to develop new products and services.

Open Innovation also enables businesses to profit from innovations they originated but that are best exploited outside of the organisation. Successful open innovation involves not only smarter ways of generating ideas, but also more effective dissemination across the organisation and the ability to absorb those innovations into the business, making an impact at scale.





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Define the role of open innovation inside your organisation.

What does open innovation mean to your organisation? How is it understood by senior management, your board and employees?

Defining the answers to these fundamental questions should be the starting point for any open innovation strategy and activity to ensure it is truly effective. You must begin with an understanding of the importance and benefits of working in collaboration with businesses outside your organisation and secure commitment from your company to invest time and resources.

A person wearing a hat and a backpack is standing on a wide set of stone steps. The steps lead up to a wall made of large, rectangular stone blocks. A bright beam of light from the upper right corner of the frame illuminates the steps and the wall, creating a strong contrast and highlighting the texture of the stone. The overall scene is bathed in a warm, orange-toned light.

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Build your open innovation strategy.

Develop your problem statement: what are the major challenges your company faces? What are your business priorities? Identifying these will set the direction for your open innovation strategy. You should consider a situational analysis, objectives setting, framework to measure success and impact, and timescale mapping before you begin specific activity.



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Establish a diverse network within a supportive and encouraging ecosystem.

Open innovation is all about working together with external organisations to drive solutions. Make sure your company authentically builds the diverse networks it needs to find the right partners within your innovation ecosystem. This will challenge you to think laterally and not just vertically.



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Explore different models of open innovation.

Examine the challenges your company is facing and select the appropriate operating model to address these. Think about the context and environment you operate in. It's important to identify and evaluate the strengths and weaknesses presented by each model so you can take advantage of the strengths and mitigate the weaknesses.

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Culture, culture, culture.

Your organisational culture will determine the success of any open innovation activity. You must nurture a company-wide culture that is open to inclusive innovation and that welcomes and empowers people with an innovation mindset. Assess whether your company culture is truly ready to embrace disruption, support new ideas, methods and ways of thinking.



HOW WE CAN HELP

Effective open innovation takes time, understanding, practice and a commitment from every level of your business. London & Partners, the international trade, investment and promotional agency for London, in partnership with the RCA, created the Open Innovation Fellowship to ensure senior innovation leaders have the best chance of success for their open innovation activity.

Some of the latest cohort:



FORTNUM & MASON
EST 1707



ARUP



Open Innovation Fellowship

The Fellowship makes open innovation in London more effective and more inclusive by creating a community of senior corporate leaders with the commitment, network and skills to create change. The four-month Fellowship is a balance of classroom style learning, small curated workshops and seminars, practical, real-world immersions and tailored one-to-one support to meet the unique needs of Fellows and their respective organisations.

[Find out more about becoming a Fellow](#)
or get in touch with us to discuss your open innovation:
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Find out more

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