

STN	Manažérstvo inovácií. Časť 3: Inovačné zmýšľanie.	STN P CEN/TS 16555-3 01 0312
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Innovation management - Part 3: Innovation thinking

Táto norma obsahuje anglickú verziu európskej normy.
This standard includes the English version of the European Standard.

Táto norma bola oznámená vo Vestníku ÚNMS SR č. 08/15

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English Version

Innovation management - Part 3: Innovation thinkingManagement de l'innovation - Partie 3 : Réflexion axée sur
l'innovation

Innovationsmanagement - Teil 3: Innovatives Denken

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Foreword

This document (CEN/TS 16555-3:2014) has been prepared by Technical Committee CEN/TC 389 “Innovation Management”, the secretariat of which is held by AENOR.

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The CEN/TS 16555 series consists of the following parts with the general title *Innovation management*:

- *Part 1: Innovation Management System;*
- *Part 2: Strategic intelligence management;*
- *Part 3: Innovation thinking;*
- *Part 4: Intellectual property management;*
- *Part 5: Collaboration management;*
- *Part 6: Creativity management;*
- *Part 7: Innovation management assessment.*

Part 7 is in preparation.

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Introduction

Innovation thinking is a structured approach whereby information, insights and experiences are sought out and employed for the purpose of maximizing opportunities and solving problems which deliver desirable outcomes to the marketplace. This approach can complement other methods used in innovation.

It is a context sensitive approach that develops an evolving knowledge base, which is then used to elicit and sustain change that should have effective and enduring economic, social and/or ecological value according to organizational purpose.

Those who adopt innovation thinking as part of their working dynamic should develop adaptive advantages that will help them become more agile in the marketplace and create more value for their external and internal stakeholders. Case studies are included in Annex A.

1 Scope

This Technical Specification sets out guidance for an approach to innovation thinking. Innovation thinking can be used at all levels within the organization.

This part provides guidance on how to integrate the core values of innovation thinking into any organization. It provides an approach to balancing the risks and the business viability appropriate to the selected opportunity or problem. It provides top management with an approach for the evaluation of possible outcomes and the determination of the “best fit” for the organization's current strategy.

It is suitable for all types and sizes of organizations including SMEs and is intended for broad application. However, those who are responsible for implementing and managing innovation within such organizations may find this document particularly useful.

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

CEN/TS 16555-1, *Innovation Management — Part 1: Innovation Management System*

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