The Composable Innovation Enterprise Framework

Validation, building blocks, stacks, modules, and learning components.

The completed series first published in May through to August 2023- a booklet of all the work undertaken to propose this solution for radically altering our approach to innovation.

The parts that make up this booklet are extracted from the posts on paul4innovation.com

- **Are we EVER going to embrace innovation?**
- **Recognizing the Building Blocks of Innovation**
- **Identifying Key Compoent Relationships of Innovation Stacks and Building Blocks**
- **Gaining a Different Perspective on Innovation through Platforms, Blocks and Stack Designs**
- **The Future Building Blocks of the Innovation Ecosystem Narrative ***
- **The Building Blocks of Open Innovation lead towards Business Ecosystems ***
- **Previous Posts that built up my thesis toward a radical change to the Innovation Management Process** from the perspective of an ecosystem and platform thinking and design *
- **Later posts moving the framework into Ecosystem Thinking and Design.**

The Composable Innovation Enterprise Framework Launch, Build and Explain

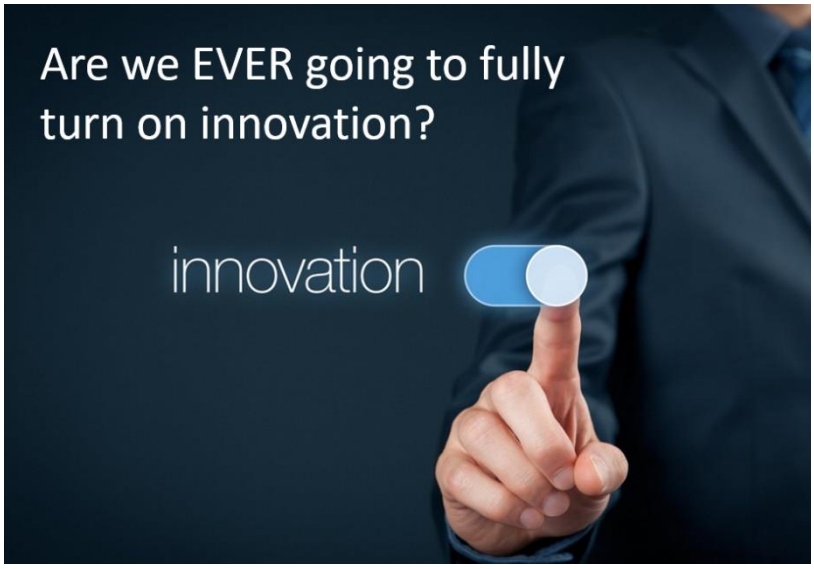
- **The Final Perspective Introducing the Composable Innovation Enterprise Framework**
- **Building Up to the Composable Innovation Enterprise Framework**
- **The Potential Returns of the Composable Innovation Enterprise Framework**
- **The Implementation of the Composable Innovation Enterprise Framework**
- **The Planning out of the Composable Innovation Enterprise Framework**
- **Visualizing the Composable Innovation Enterprise Framework**

Later follow up and additional thinking

- **The building out of the Composable Innovation Enterprise Framework**
- **Focusing on the Learning Components of the Composable Innovation Enterprise Framework**

This thinking has lead onto the a Profound Shift towards a Hierarchy of Business Ecosystem Needs and the interconnected approach of applying four ecosystems of Innovation, Business, Dynamic and Enterprise Ecosystems to collaborating and cocreation to overcome growing col^mplx and difficult challenges facing us today and in the future.

Are we EVER going to embrace innovation?



Why have we not embraced innovation?

I will not apologize here; this will partly be a "rant" and then begin to suggest a way forward on embracing innovation fully.

I was thinking of having the headline "Innovation as our eternal doom or shame" or "innovation groundhog day". Let me begin in why.

I really am fed up with constantly seeing claims that "*innovation is core to our business*" and that we are "*constantly seeking fresh growth*" Both of these are simply bullshit statements from the vast majority of our businesses.

Is managing innovation too complex or fragmented? Do organizations have a clear understanding of their innovation activities?

How many people are full-time employed in the innovation team, and how many in driving strategic growth? Ten, twenty, perhaps fifty out of thousands in medium to large companies.

In the bigger scheme of things, thousands within large organizations are working on innovation. These are from different functions such as R&D, Engineering disciplines, Technologists, Designers, Application and Digital. Do they work on standard innovation platforms or individually, left over from a legacy position or have they individually found a given application more suited to their specific needs?

How many of these "dedicated" people are consistently trained, assessed and verified that they are equipped with the innovation management skills they are asked to do? How many constantly upgrade their skills, not just attend events? Can these islands of innovation activity be integrated to enable a better overview and access to broader tools or methodologies that give more significant benefits?

How much does a business organization spend on its ERP system compared to its innovation system? SAP does provide a limited innovation software module. Still, it is currently constrained due to its limited approach to innovation.

The efforts to extract efficiency and effectiveness from operations, supporting services and customer engagements to track productivity, do the same efforts and management focus go into innovation? No.

Why does innovation seem to get such a LOW level of sustaining commitment when an organization constantly states its commitment to fresh growth and deploying growth mindsets?

Organizations detest uncertainty and taking risks as they would need to explain these to the advisory board, to shareholders, so it often hides nicely behind the consulting company whose reputation lies in the work it has often been associated (note this word) with others or has the additional resources and more significant expertise to support the inner workings of the organization to enable them to deliver.

Organizations need balance, and innovation tends to push to upset this need constantly; that's its nature as it seeks to change. Organizations of the future will always be in constant flux.

Can innovation be something different than it is for the vast majority today?

The market for investing in innovation management tools remains fragmented. Many small vendors provide limited scope, more in idea management to grow innovation in organizational ways; they "sweat" the one idea or big challenge. Is that really the sum of innovation?

The most significant activities for investing in innovation management software are presently for events, challenges and campaigns, idea assessments, especially at the early stage, and product development filters.

Then we have PLM solution providers (Aras, Siemens Teamcenter) offering the customer application lifecycle management on a concept to customer positioning.

The providers of these solutions have them reasonably refined and offered in all shapes and sizes, but is that REALLY the sum of our innovation programs needed? I do believe there is a concerted effort to break out and build different, more comprehensive innovation platforms; take a look at **Ezassi**, for example.

This needs radically changing if we genuinely believe that innovation is the organisation's lifeblood and that a proper growth mindset exists. We need a more integrated and transparent innovation process that takes foresight, ideation and realization into one system.

I wrote a post, "We require a shift of innovation management software providers stating, "The universal software market for innovation solutions is vast. I suggested in this post we are in a world where open innovation is in the ability to connect to other organizations and, in this mutual collaboration, look to generate significant advancements in present-generation products offered by a single company.

I don’t buy into all the innovation hype jargon unless we begin to recognize the changes we are undergoing in our business landscape today need a comprehensive and robust innovation structure and design. We need to speed up, collaborate and execute faster than before, as markets are more demanding and evolutionary as technology determines so much.

Something needs to change as the ground is shifting beneath our executive feet.

We are all operating in a different era. Uncertainty, volatility and a rapidly changing environment with complex challenges confront us daily, not occasionally. Raw material supplies, supply chain uncertainties, inflation, growing trading hostilities and employees demanding to see the future differently in sustainable solutions are all shifting our needs to rethink our future and respond accordingly.

Innovation will be central to this; it will be based more on agility, being highly adaptable, flexible and acting at speed. These were often seen as potential threats destabilising our past working methods focusing on efficiency and effectiveness. That was nicely handled by putting innovation activities in safely corralled groups, ring-fenced, start-up hubs, innovation centres or dedicated groups etc.

Today we require a different reliance on new thinking where innovation MUST become a core for the whole organization from idea to commercialization and greater attention to lifecycle management.

This requires broader perspectives, being more experimental, deploying faster, more flexible teams and achieving this mindset that is “fixated” on growth that is more intrinsic, purpose-driven and not fearing failure but embracing it in very different measured ways through a more dynamic organization.

There is a need for a rapid update on how we conduct innovation.

I have argued for some time; actually, it feels like forever, we need to place our innovation approach, process and thinking into this century, not keep it locked into 20th-century solutions offered with existing software solutions and methodologies, worked upon by small groups of people, often in isolated teams. We need a fully integrated approach, transparent and available to all the organization.

As we transform towards digital businesses, we will heavily rely on AI, technology, and digital approaches offering higher levels of customer connectivity and growing collaborations across organizations. There is nothing new in that message, but the current innovation processes currently being deployed are not fit for purpose as they only adapt piecemeal to these essential needs.

Organizations need new ways to innovate by leveraging new technologies, new (ecosystem) thinking and designs, approaching it through system thinking, and more mission-led innovation that combines into a new way of work.

Developing a new discipline that gains knowledge differently (from the past) and applies the application of ***innovation in stacks and building blocks, all layered on a technology platform*** that enables and transforms the work we undertake. Ideas, concepts, and work-in-progress.

We need the information to flow across organizations, as often, the innovative result is far more complex in design and application. Are our innovation systems designed to handle today's complexity and collaborative environment?

Finding the appropriate thinking through time is demanding.

I have been working on a fair amount of my time thinking this through. I am only partly there. I see this as the "rise of innovation ecosystems in thinking and design".

I am working through the key innovation building blocks as components of the innovation stack, using the innovation stack to guide platform development and using the platform to support this innovation stack.

It is the "fit" of the frameworks that are keeping me busy at present as we need a new powerful innovation engine that leverages the strengths of each.

How feasible is this?

The factors to consider include resource allocation, integrations with existing systems or supplanting them, the cultural alignments this requires, more experimentation and risk-taking and the implementation challenges are real challenges.

Over the weeks ahead, I want to "flesh this out" in a series of conversations, questioning and finding answers. It is a complex problem.

This framing question is core for me to settle upon.

At present, I am framing this, do I apply the core design principles of composability for "***the innovative composable enterprise*"**, determine it as a "***modular innovation framework***", emphasise and name it "***the building block innovation methodology***" or go for this, "***the stackable innovation architecture***" to emphasise the scalable and flexible approach it needs to have for future innovation purposes.

It is not all "questions, questions, questions". Answers are emerging; they are all around me in the work I have undertaken so far. The pulling together of these "strands of thinking" will be part of this thinking "out loud" in the weeks ahead.

I am going through the theory, application and impact. It "seems" promising to change the innovation narrative and significantly update the innovation approach and processes we need to meet today's and tomorrow's business challenges.

Watch this space; I hope it's worth it.

Recognizing the Building Blocks of Innovation

I finished my last post, "Are we EVER going to embrace innovation?" With the argument, we need to change the innovation narrative and significantly update the innovation approach and processes to meet today's and tomorrow's business challenges.

I am working through what I think this should become in design and application, involving providing the key innovation building blocks as components of the innovation stack, using the innovation stack to guide platform development and the platform to support this innovation stack.

It is the "fit" of this framework that needs more of my time as we need a new powerful innovation engine that leverages the strengths of each but to ensure innovation flows across organizations transparently and openly so collaborations can utilize all that we have in proven innovation thinking to take advantage of and build this out in new ways of thinking and design.

To look forward, I would argue we always need to look back and account for the progress made in managing innovation over the years. The need today is not to dispense with this but to link it fully up.

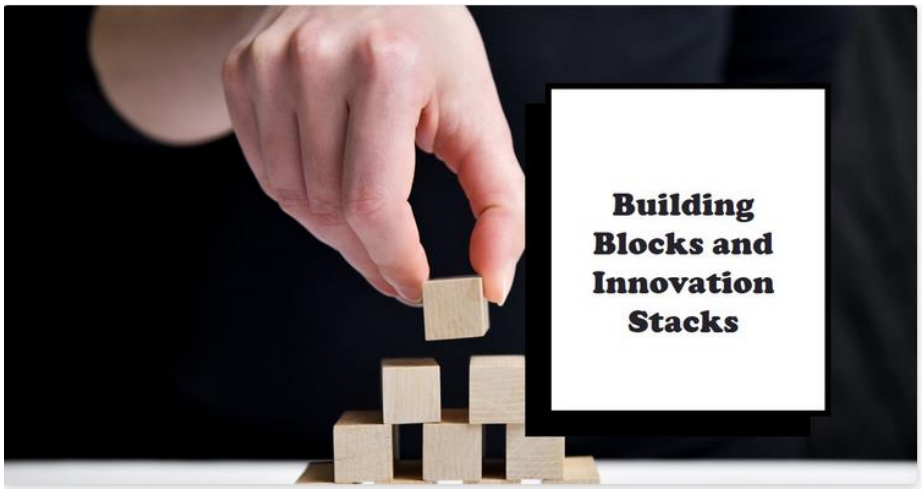
So this post reviews many great contributors to advancing innovation over the years.

Many ***tools, techniques, frameworks, mechanics, and emerging methodologies have allowed*** different parts of the innovation process to be explored and exploited. Over the years, so much has improved and understood by the explanations, case examples, suggestions, clarifications and ways they were "built into" the individual innovation processes that each company chose to construct their innovation process. We are moving innovation along but not at a pace or design that reflects the need to connect "it " into one comprehensive process.

I think of the Gartner Hype Cycle here as we have gone through each of the stages of recognition of the parts of the innovation process and individual application and the learning from this; we have the innovation triggers first, then a peak or inflated expectations, followed

by troughs of disillusionment and finally by the slope of enlightenment, to give a new plateau of productivity.

But there is a time we need to bring this all together into a comprehensive innovation process, not allow it to stay as islands of knowledge, interpretation, or constant re-learning in making the same mistakes or not having that recognition of validation points that come from designing a transparent innovation process that provides universal approaches, the Innovation ERP system for example. We need to reach a different plateau of productivity collaboratively with a fresh, connected, and fully comprehensive end-to-end innovation system.



So let me offer what has stood out for me in nearly twenty years of practicing, mentoring, **and advising on innovation.**

The ***tool and techniques*** that stand out for me, in their contribution, value, and my use have been, in no specific order, cover the jobs-to-be-done, ***ten*** types of innovation, crossing the chasm, blue ocean, business model canvas and value proposition canvas, building core competencies, lean start-up, agile and design sprints. These tools and techniques enable ideation, validation, design-build, and scaling.

In ***frameworks and mechanisms***, my favorite has always been the three horizons, followed by ideation platforms and contests, innovation centers, labs and accelerations, ambidextrous growth (explore and exploit), taking principles of disruptive innovation, and staged and venture funding approaches.

Yet the most significant contributors came in ***emerging methodologies*** that built so much of an innovative discovery or design; the five for me that stand out are:

1. **Open Innovation**: This thinking opened up the collaboration concepts between organizations and individuals, sharing knowledge, resources, and ideas to develop new products or services. The idea encouraged exploring the organization's boundaries and engaging with customers, suppliers, and partners to co-create and co-innovate. This evolved over many years.
2. **Design Thinking**: The whole emphasis and approach involve using empathy, creativity, and experimentation to solve complex problems. It emphasizes a user-centric approach, where the focus is having a central understanding of the users' needs and designing solutions that meet them.

3. **Lean Startup:** This approach was about creating a minimum viable product (MVP) and testing it in the market to get customer feedback. The idea is to iterate quickly, make improvements based on feedback, and continue to test until you have a product that meets the market's needs.
4. **Agile Development**: This approach involves having a flexible and iterative development process, where cross-functional teams work together to deliver software or products in short iterations. The idea is to respond quickly to changing requirements and customer needs and continuously improve the product.
5. **Frugal Innovation**: I include this methodology as it has such underused power but is so incredibly important when you are working in emerging markets, developing countries or have minimal funds but having the ability to spot "more frugal" solutions that could equally do a good job, compared to existing, more complex designs. This approach involves developing low-cost, high-quality products or services that meet the needs of consumers in emerging markets. The idea is to use limited resources creatively and come up with innovative solutions that are affordable and accessible to a large number of people.

We gained in the use of many of these tools, techniques, frameworks, mechanisms, and evolving methodologies a broader perspective, more customer-focused thinking, encouragement for experimentation, concepts of faster, more flexible teams, and the mindsets of more dynamic organizations and greater alignment to where innovation contributes into more significant growth and purpose-driven thinking. Encouraged by applying these, we moved towards better design and thinking transparency, sharing in learning and celebrating success, and being encouraged to build more dedicated time to innovate.

Then we moved into an era of technology-associated innovation

These are building on a higher reliance on AI, Technology, and Digital approaches, connecting more to the customer and more collaborative across organizations.

Briefly, I summarize what these have been bringing into innovative thinking.

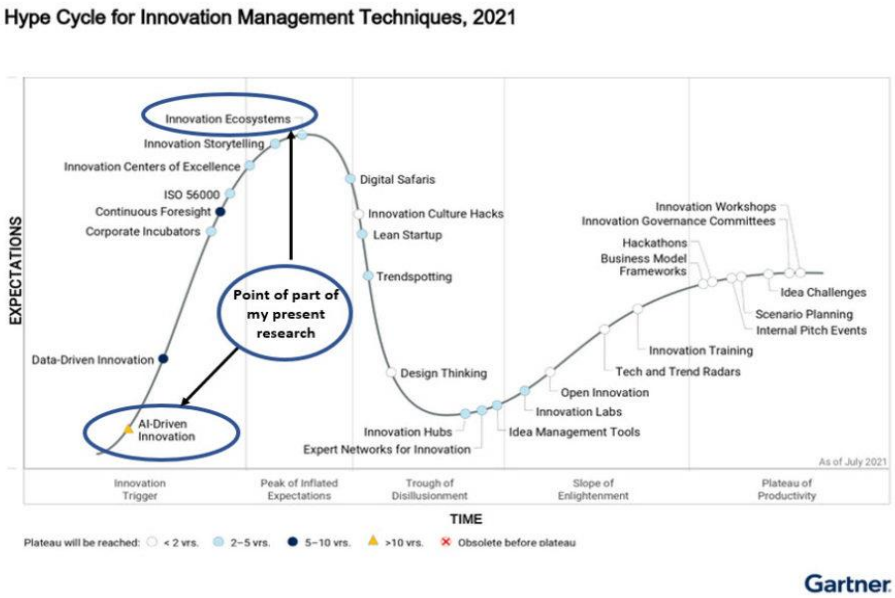
1. **Artificial Intelligence (AI) and Machine Learning**: With the explosion of big data, AI and machine learning have become increasingly important in innovation. These technologies can help organizations analyze vast amounts of data, identify patterns and insights, and develop new products and services that meet customers' needs.
2. **Digital Transformation**: Digital transformation has used technology to streamline business processes, improve efficiency, and create new business models. It has driven organizations with higher reliance on digital technologies such as cloud computing, mobile apps, social media, and data analytics to transform how organizations operate and deliver value to customers. The transformation journey is still part way complete.
3. **Customer Co-creation**: This approach involves collaborating with customers to co-create new products and services. By involving customers in the innovation process, organizations can better understand their needs and preferences, develop products and services that meet those needs and have increasing dialogues along their innovation process from discovery to commercialization.
4. **Open Innovation 2.0**: Taking the principles of open innovation, we have been taking it to the next level by leveraging digital technologies and social media to engage with a broader community of stakeholders. It involves using crowdsourcing, social networking, and online platforms to co-create and co-innovate with customers,

suppliers, and partners. Open Ecosystem and platform designs are emerging from this as perhaps an Open Innovation 3.0.

5. **Agile Innovation**: Agile innovation has been pushed using agile methodologies to develop new products and services quickly, effectively, and efficiently. Methodologies have evolved that are breaking down complex projects into smaller, more manageable chunks and using iterative, feedback-driven processes to develop and improve products and services through the increasing use of data, technology, visualization and simulation, and human/ AI learning.

These methodologies and techniques offer organizations new ways to innovate and stay ahead of the competition in the digital age.

Looking at the last Hype Cycle for Innovation Management Techniques, 2021, you see many changes in innovation management, both building and moving down the curve.



Lastly, we are learning to combine all these tools, techniques, frameworks and methodologies.

For example, here are some ways in which these approaches can be combined:

1. **Agile and Lean Startup**: Combining agile development principles and lean startup can help organizations develop new products and services quickly and efficiently. The focus is on delivering value to customers through iterative, feedback-driven processes and continuously improving the product based on customer feedback.
2. **Design Thinking and Customer Co-Creation**: By combining the principles of design thinking and customer co-creation, organizations can develop products and services that genuinely meet customers' needs. The focus is on understanding customer needs, using empathy and creativity to develop solutions, and involving customers in innovation. As we move towards recognition of having sustainability and lifecycle management built into our future innovation offerings and solutions, this combination will grow significantly.

3. **Open Innovation 2.0 (or 3.0) and Artificial Intelligence:** By combining open innovation 2.0 and AI, organizations can tap into a broader community of stakeholders and leverage AI technologies to analyze data and identify patterns and insights. This can help organizations develop new products and services that meet customers' needs and stay ahead of the competition. The broader use of spotting trends using data-driven innovation will trigger additional tools and techniques to capture a richer understanding.
4. **Frugal Innovation and Digital Transformation**: Combining the principles of frugal innovation and digital transformation can help organizations to develop affordable, high-quality products and services that leverage digital technologies. This will be essential in a world of diminishing raw materials and resources. The focus is on using limited resources creatively and innovatively by leveraging digital technologies to streamline business processes, improve efficiency, create new business models, and extract and recycle what we have to reduce rising costs from our present "throw-away" society.

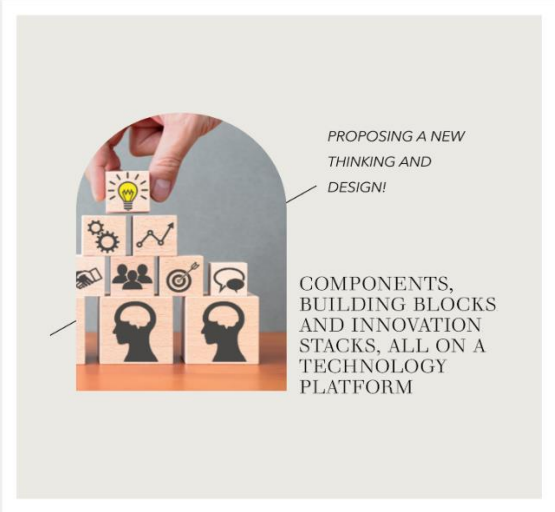
By combining these emerging innovation approaches, organizations can move increasingly towards a comprehensive and exploratory approach to innovation that leverages different components, select individual *building blocks* and move towards the design and use of my "*innovation stacks*" approach, one that strengthens and helps stay ahead of the competition in the digital age due to the uniqueness of the design, but more importantly build the innovation process on a platform where design is tailored to the need.

Moving towards a comprehensive innovation ecosystem design

Our innovation process must accommodate all that contributes to innovative thinking by providing a **comprehensive design**. Take the tools, techniques, frameworks, and mechanisms as the building block components of the innovation stack and use the innovation stack as the guide and process flow to guide the platform development.

So my next post goes deeper into the components, thinking, and design and explores how it fits into a new, more comprehensive, innovative thinking and design.

Identifying Key Component Relationships of Innovation Stacks and Building Blocks.



Introduction: Mapping out the relationships within an innovation management system is a challenging task. It requires understanding how individuals, data, and communications connect to contribute to innovation at every stage, from discovery to execution.

Regretfully today, many innovation management solutions, especially software solutions, have not successfully addressed this relationship problem across the full innovation management process.

In this post, I continue to explore the key components and relationships of innovation stacks and building blocks moving towards a solution that might address our current weaknesses in innovation management.

Section 1: Understanding Innovation Stack Components

A. Defining the Innovation Stack: The innovation stack represents a coordinated and mutually functional organization of subsystems and services that comprise an innovation system. It encompasses the language, infrastructure, libraries, APIs, and more that enable companies to build their innovation capabilities. These stack components are modular, shared, and persistent.

B. Orientation towards Innovation Tasks: The elements of the innovation stack are designed to support the core tasks of innovation, these include learning, absorbing, assessing knowledge management, creativity, design, experimentation, and testing. By modularizing these tasks and their interfaces, organizations can assess their innovation progress by having a complete innovation system available to them, designed on specific stack elements to address knowledge operation requirements in the stage of development to commercialization. Additionally, with the upgrade in technology and platform approach, we can support the rapidly emerging human-AI collaboration needed for each component and step validation.

C. The innovation stack's modular nature. This allows developers to focus on specific software intelligence capabilities, rather than attempting to design a general-purpose innovation intelligence all at once. This approach encourages the emergence of specialized, intelligent tools that align with the various knowledge operations. The innovation stack also helps organizations understand and optimize their ecosystems by mapping out component relationships and identifying collaboration and growth opportunities.

Section 2: Complexity Resolution Potential from Building Blocks and Innovation Stack Architecture

A. Addressing Increasing Complexity: The world's complexity level is rapidly increasing, and intelligent software is both solving and creating new forms of complexity. Developing an innovation stack architecture can help address this complexity by providing a framework for managing and coordinating the diverse knowledge operations within an innovation system.

B. Digital Building Blocks and Interoperability: Digital building blocks enable a system of interoperable solutions that can be easily combined and coordinated within an ecosystem. This flexibility allows diverse solution creators to collaborate effectively in solving large-scale problems through context-rich solutions. Building blocks enable further flexibility in unbundling and re-bundling, allowing for even higher innovation and acceleration of solution development.

C. Formulating an integrated design. As I have mentioned previously, we integrate a design based upon:

1. Using building blocks as components of the innovation stack

2. Using the innovation stack to guide platform development

3. Using the platform to support the innovation stack modular design

4. Enabling the building and deploying new applications and services as applicable.

Conclusion: Identifying the key components and relationships of innovation stacks and building blocks is crucial for developing a comprehensive and effective innovation ecosystem. By leveraging the tools, frameworks, and mechanisms provided by the innovation stack, organizations can create an ecosystem that fosters a culture of innovation, accelerates the innovation process, enhances collaboration, leverages diverse perspectives, and drives competitive advantage. Stay tuned for future posts where we will explore additional aspects of building a successful innovation ecosystem.

Innovation Management needs to "come of age". Through growing connectivity, cloud adoption, and multiple data resources, firms need to leverage resources and technology designs differently than in the past. Organizational boundaries need to open up to allow knowledge to flow across the entity as well as to seek different knowledge outside to create and deliver solutions. Seeking openness does allow organizations to scale both in solution creation and usage by transforming innovation into a more modern, highly integrated design.

References: Larry Schmitt in an inspirational article: "The Innovation Stack"

Gaining a Different Perspective on Innovation through Platforms, Blocks, and Stack Designs

Innovation is a complex process that requires effective connections and collaborations among individuals and teams.

Stepping back, I want to draw down on a series of perspectives I have found invaluable. A very inspirational article by Larry Schmitt on the Innovation Stack added to my thinking about innovation stacks. Then the depth of work Sangeet Paul Choudary has explored around Platforms and his Building Block Thesis is terrific.

Both of these contributions have helped me build further upon all the diverse viewpoints and strands of thoughts I have been researching for my solution framework, one of building out innovation stacks, building blocks, and the modular and component approaches for challenging the existing designs for any innovation management process.

My fun has been piecing these together to lead me to my suggested Vertical and Horizontal Framework for achieving a different innovation management design. I will go into the final proposed components in my next post. Here I offer a different perspective of innovation that leads to proposing such a change.

Innovation Ecosystem in thinking and design has been emerging for me.

The value of ecosystem thinking and design to innovate solutions cannot be overstated. Every innovative activity relies on accumulating, transforming, and interpreting knowledge among individuals, teams, and organizations. However, these knowledge actions are often implicit and subconscious. To make these actions explicit, it is essential to identify and modularize the components of the innovation stack, which represents the knowledge operations within an innovation system. (Larry Schmitt- The Innovation Stack)

A comprehensive innovation ecosystem design offers several benefits, including fostering a culture of innovation, accelerating innovation, enhancing collaboration, leveraging diverse

perspectives, and driving competitive advantage. Organizations can create a more comprehensive and effective innovation ecosystem by utilizing building blocks as components of the innovation stack, guiding platform development using the innovation stack, and supporting the innovation stack with a platform.

It is crucial to identify the key components that make up the ecosystem to build an effective innovation ecosystem, including products, services, channels, partners, regulations, policies, and technology. Mapping out the relationships between these elements can reveal opportunities for collaboration and growth. Furthermore, businesses can leverage open business models, which involve openness in solution design and usage, to create and deliver innovative solutions. This approach allows for integrating solution components created in an open ecosystem and using solution complements that enhance the end user's experience.

Innovation Stacks become essential.

The innovation stack consists of modular, shared, and persistent elements such as language, infrastructure, libraries, and APIs that facilitate building an innovation system. These components are oriented towards learning, knowledge, creativity, design, and testing—essential tasks in the innovation process. Organizations can effectively augment their innovation systems by assessing the support provided by each stack component, designing specific elements to address knowledge operation requirements, and defining human-AI collaboration. (Larry Schmitt- The Innovation Stack)

Exploring the Business Block Thesis

Sangeet Paul Choudary has explored and explained building blocks in his Building Block thesis. This provided me with my own "building block" of how to approach innovation differently, to bring it up to date and capitalize on today's technology potential.

I have formed an essential part of what I have in mind for my suggested innovation solution on exploring ecosystems and platforms and how these are made up to offer value and impact. We are "bringing solutions as bundles of value." To quote Sangeet Paul: "A building block approach unbundles a solution bundle into its fundamental constituents. Building blocks may be combined and also recombined to create an (ever-increasing) broader scope of end solutions, each leveraging common building blocks that are autonomous.

Building blocks allow interoperability between each of the blocks and interoperability; they enable solution designs that scale and offer diversity. We are leveraging digital technology based on a technology approach with a platform solution. We are seeing the emergence of

providing radically different solutions that have increased flexibility in design and adaptiveness to gain response times to rapidly changing market conditions and building more complex solutions to meet changing demands and conditions.

By taking the tools, techniques, frameworks, and mechanisms as the building block components of the innovation stack and using the innovation stack as the guide and process flow to guide the platform development, organizations can create a more comprehensive and effective innovation ecosystem.

From my perspective, **a comprehensive innovation ecosystem design** can potentially provide several benefits, such as:

1. **Fostering a culture of innovation**: A well-designed innovation ecosystem can help create a culture that supports innovation. It can encourage and reward creativity, experimentation, and risk-taking, which are essential for driving innovation.
2. **Accelerating innovation**: A comprehensive innovation ecosystem design can help streamline the innovation process, reducing the time and resources needed to bring new products, services, or processes to market.
3. **Enhancing collaboration**: An effective innovation ecosystem design can promote collaboration between individuals and organizations, creating new ideas and solutions that may not have been possible otherwise.
4. **Leveraging diverse perspectives**: A comprehensive innovation ecosystem design can incorporate a variety of stakeholders, including employees, customers, suppliers, and partners, providing a diversity of perspectives that can lead to more innovative solutions.
5. **Driving competitive advantage**: A well-designed and executed innovation ecosystem can help companies differentiate themselves from their competitors by creating unique products, services, or processes.

In conclusion, gaining a different perspective on innovation requires a holistic approach that encompasses ecosystem thinking, the innovation stack, building blocks, open business models, and the use of metaphors. By embracing these concepts and frameworks, organizations can navigate the complexities of innovation and position themselves as leaders in their respective industries.

Achieving my final perspective of a new innovation ecosystem designed approach to managing innovation is through my proposed Vertical and Horizontal Framework, moving towards a more comprehensive **Enterprise Innovation Framework** seeking to achieve a different innovation management design. I will go into the components in my next post and the framework I see.

Below I provide much of my "ramblings" and insights toward this need for a different, more up-to-date holistic end-to-end innovation process based on a technology platform.

References:

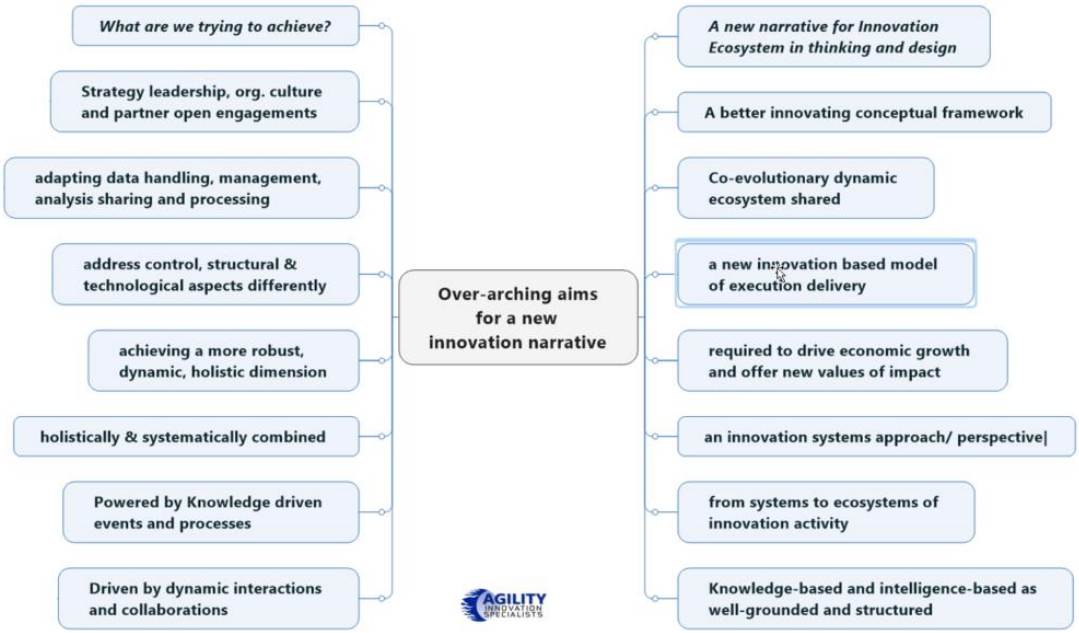
- Sangeet Paul Choudary: Platforms and the Building Block Thesis Platform Revolution
- Larry Schmitt: "The Innovation Stack"

The Future Building Blocks of the Innovation Ecosystem Narrative

There needs to be a fundamental shift in how we manage innovation, which needs the power of ecosystem thinking and design. Not only in thinking and design but in how we structure its architecture, one based on platforms, open apps, and a marketplace where like-minded people and organizations go and participate in building new impactful innovation solutions together. This needs to be in open, highly collaborative ecosystems.

We need a better conceptual framework to build, one based on knowledge-based intelligence and well-grounded, driven by dynamic and constant interactions, events, and processes, so all involved can be engaged in building solutions that have fresh impact and value within the market space identified.

My mind map of the over-arching aims of a new innovation narrative is shown below.



Innovation & Ecosystems need to be our new thinking of design and delivery.

An ecosystem approach on a common, shared technology platform that can significantly enhance the discovery, experimentation, exchange, exploring, and exploiting all the diverse skills and expertise from idea to commercialization and life cycle development and maturity.

The increased pace of change requires the ability to deploy, activate and utilize resources and assets to extract the potential through the diversity of the network formed within the ecosystem and the relationships engaged in the mutual pursuit

The end result needs to show actual robustness, genuinely dynamic and holistic in its dimensions and offerings, proving among its metrics faster learning rates, leveraging all that a technology-enabled platform offers, actual collaborations and shared engagements, supporting knowledge, data, insights, and people.

Open Collaboration needs to be top of mind

Innovation needs to rely increasingly on interconnected organizations organized around a central focal point of value and impact. An ecosystem design so organizations can act differently on strategies, business models, leadership, and customer engagement to build new value and worth.

We all need to recognize that Innovation and Ecosystems go together they make the potential for more sustainable solutions, they are the new combination that enables your thinking and design of new concepts and solutions to be "worked upon" in a more open, collaborative way where a richer diversity of thinking "comes into play" and the end result has that potential to be so much better than the sum of all the parts, it magnifies the sum!

The building blocks of open innovation lead towards Business Ecosystems.

The building blocks of open innovation building towards Business Ecosystem design.

By incorporating Open Innovation Strategies as the next building block, businesses can create a dynamic and expansive innovation ecosystem beyond internal and partnership and certain collaborative boundaries.

This approach supports a culture of continuous learning, adaptation, and external collaboration, positioning the organization for sustained success in an ever-evolving business landscape that recognizes and learns how to collaborate and co-create, moving towards recognizing the value of Business Ecosystems.

Embracing Open Innovation Strategies as the next building block complements the collaborative nature of Business Ecosystems and broadens the innovation landscape out into a world of new possibilities where collaboration, co-creation and cooperation become realised for building and delivering products, concepts, and services that have new unique value and impact.

What are the building blocks of open innovation strategies building on Business Ecosystem thinking and design:

The Building Blocks Through Open Innovation Strategies

1. **Collaborative Ideation Beyond Ecosystem Boundaries:**
    - *Description:* Extend the boundaries of collaborative ideation beyond your existing Ecosystems. Embrace external perspectives, ideas, and insights to foster a culture of continuous innovation.
2. **Crowdsourced Innovation Challenges:**

    - *Description:* Design and launch innovation challenges that involve a broader network, inviting external contributors to solve specific business problems or contribute novel ideas.
3. **Strategic Collaboration with External Entities:**
    - *Description:* Establish strategic collaborations with external entities, including startups, research institutions, and industry experts, to leverage diverse knowledge and expertise.
4. **Technology Scouting and External Technology Integration:**
    - *Description:* Engage in technology scouting to identify cutting-edge innovations externally. Integrate external technologies seamlessly to enhance internal capabilities and stay ahead in the market.
5. **Cross-Industry Collaboration:**
    - *Description:* Facilitate cross-industry collaboration, bringing together organizations from different sectors to exchange ideas and explore innovative solutions that may have broader applications.
6. **Open Innovation Platforms and Networks:**
    - *Description:* Implement open innovation platforms and networks to connect with a broader ecosystem of innovators. Create a hub where ideas can flow freely, fostering a dynamic environment for collaboration.
7. **Co-Creation with Customers and End-Users:**
    - *Description:* Engage customers and end-users directly in the co-creation process. Solicit feedback, preferences, and insights to enhance product and service development.
8. **Agile Adoption of External Innovations:**
    - *Description:* Adopt an agile approach to assimilating external innovations. Streamline processes for quick evaluation, testing, and integration of promising ideas or technologies.

So why do open innovation strategies have real potential to take innovation into business ecosystems?

- **Expand Innovation Horizons:**
    - *Rationale:* Open Innovation Strategies broaden the scope of innovation by tapping into diverse external sources. This expansion enhances the potential for breakthrough ideas and disruptive innovations.
- **Leverage External Expertise:**
    - *Rationale:* Embracing external collaborators, whether individuals or organizations, brings diverse expertise. This collective knowledge enhances problem-solving capabilities and fosters creative solutions.
- **Accelerate Time-to-Market:**
    - *Rationale:* Open Innovation allows for faster access to new technologies and ideas. By leveraging external resources, companies can reduce time-to-market for innovative products and services.
- **Enhance Competitiveness:**
    - *Rationale:* Staying ahead in the competitive landscape requires constant innovation. Open Innovation Strategies provide a competitive edge by harnessing external intelligence and staying attuned to industry trends.
- **Adaptability and Resilience:**
    - *Rationale:* In a rapidly changing business environment, organizations must be adaptable. Open Innovation fosters adaptability by facilitating access to a diverse pool of external resources that can help navigate uncertainties.

Integration thinking leads to Synergistic Collaborations, Shared Resources and Expertise and Unified Community Building, fostering shared purpose and collaborations that build impact, value and greater sustaining returns for those involved.

Moving towards the Integration with Ecosystems central to the thinking and design:

Synergistic Collaboration: *Integration:* Integrate Open Innovation efforts seamlessly with the existing Ecosystem designs. Extend and collaborate with external entities in alignment with expanding the ecosystem's goals and strategies.

Shared Resources and Expertise: *Integration:* Leverage the shared resources and expertise within the Ecosystems built to leverage, extend and enhance further collaborative innovation initiatives.

Unified Community Building: *Integration*: Extend community building efforts to include external contributors and encourage that spirit of openness. Create a unified community that transcends organizational boundaries, fostering a sense of shared purpose and collaboration.

Open Innovation is a great building block towards Ecosystems in design and thinking.

If you want to explore how open innovation can achieve 1) Improved time to market, 2) increased speed to ROI, 3) increased ROI, 4) Improved market share, and 5) Realize different value propositions, then consider a more robust and open innovation model that moves towards participation in Ecosystems. You gain multiple benefits in understanding the risks and rewards of applying Ecosystems to your business. (**Let's talk**)

By incorporating Open Innovation Strategies as the next building block, businesses can create a dynamic and expansive innovation ecosystem that moves beyond the restrictions often found in internal and partnership boundaries.

I suggest you read "**Why are we navigating to the new**." As organizations embark on this transformative journey, they move beyond boundaries, adapting to change, fostering resilience, and achieving collective prosperity through collaborative power, providing the catalyst to a different, highly collaborative management paradigm.

This evolutionary approach supports a culture of continuous learning, adaptation, and external collaboration, positioning the organization for sustained success in an ever-evolving business landscape where the value of ecosystem thinking and design emergy..

Previous Posts that built up my thesis toward a radical change to the Innovation Management Process from the perspective of an ecosystem and platform thinking and design

Why do we need to change our thinking about innovation

Innovation Software, is it Facing the Innovators Dilemma?

Where will Innovation Management Software go?

Thinking about Innovation Ecosystems?

We require a more dynamic view of Innovation understanding.

What value does an Innovation Ecosystem offer?

Constructing the innovation mandate

Are we EVER going to embrace innovation?

Building out our innovation ecosystem in design and thinking

The power of ecosystem thinking for resolving the innovation complexity of today

What makes the innovation ecosystem different?

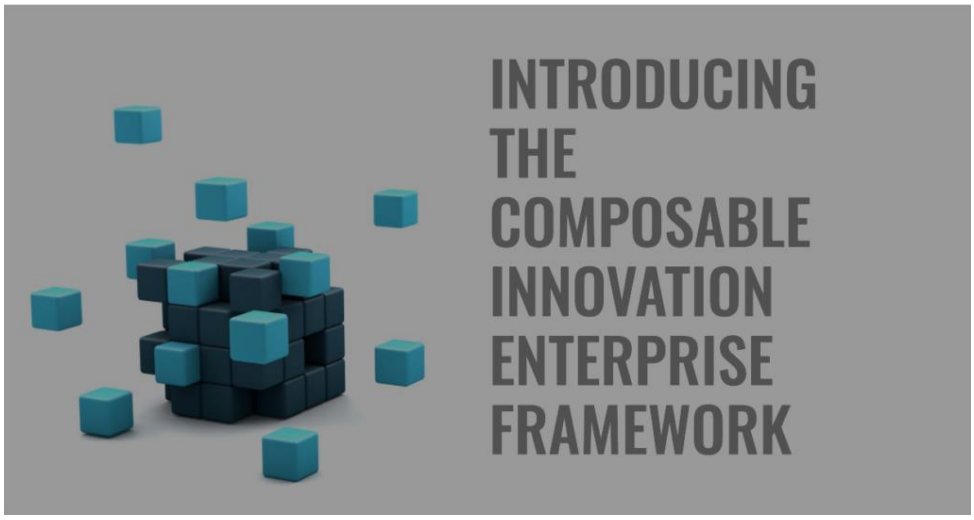
Recognizing the Building Blocks of Innovation

Building the innovation stack

Identifying key component relationships of Innovation Stacks and Building Blocks

Into the Composable Innovation Enterprise Framework- 6 + 2 posts

The Final Perspective Introducing A Composable Innovation Enterprise Framework



In my view any new approach to innovation needs to aim to achieve interdependent and interlocking innovation, solving problems that have not been addressed before and offering sustainable value, impact, and returns to all involved or *significantly* improving on the existing solutions. Today we are missing a comprehensive structure or innovation process to achieve this, we need a radically different approach to managing innovation.

I am suggesting a vertical and horizontal design applying innovation stack and building block approaches, all "housed" on a technology platform. This post explains this thinking, and validation and provides the way I envisage this.

Nothing can work in isolation.

We need an Innovation Mandate calling for a Radical Re-design of how we undertake innovation management, it is needed to bring innovation management into the 21st century in design and approaches.

I believe today; the innovation management process requires this ***fresh mandate*** to drive change to bring the process into today's more technical period where our systems need to operate seamlessly and flow across the organization and the entire innovation process.

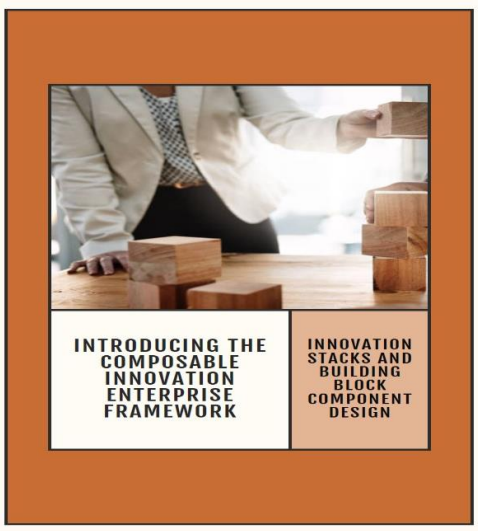
Are we leveraging fully what is available to us to build better innovation concepts?

Are we leveraging ***Artificial Intelligence (AI) or Machine Learning*** enough from the explosion of data to identify patterns and insights leading to emerging concept creation? Are we really leveraging the ***Digital Transformation***, turning innovation concepts that aim to streamline business processes, improve efficiencies, reduce latency, and capitalize on the richness of available technologies to offer the potential to create new business models? Have

we allowed ***Customer co-creation to become more co-jointly involved in innovation***, gaining insights into customers' deeper needs and preferences?

Finally, we have not ***leveraged open innovation*** to its next level by leveraging digital technologies, social media, or the richness we can deploy from our networks and connections to give a greater diversity on a platform approach where customers, partners, and suppliers. We have the capacity through technology and human interactions for them to come together, exchange, and ***increase and accelerate*** innovative concept value.

So why did I name this "A composable innovation enterprise framework?



Firstly from a general business perspective, the term "composable" implies a way of thinking and organizing that emphasizes flexibility, adaptability, and modularity. It involves breaking down complex systems, processes, or strategies into smaller, independent components that can be assembled, reconfigured, and combined in various ways to meet specific business needs.

Composable thinking encourages businesses to view their operations as a collection of modular building blocks or capabilities that can be flexibly arranged and rearranged. It shifts the focus from rigid, monolithic structures to a more fluid and dynamic approach that allows for rapid adaptation and customization.

Specifically composable innovation can be explained

Composable innovation in my mind approaches the innovation processes and systems in a specific way, designed to be this modular, flexible, and adaptable in thinking and approach. It draws inspiration from the concept of composable architecture in technology, where systems are built using independent, reusable components that can be combined and orchestrated to create customized solutions.

In the context of innovation, composable thinking involves breaking down the innovation process into smaller, modular components or building blocks. These components can include different methodologies, tools, technologies, and resources that can be flexibly combined and reconfigured to meet specific innovation needs.

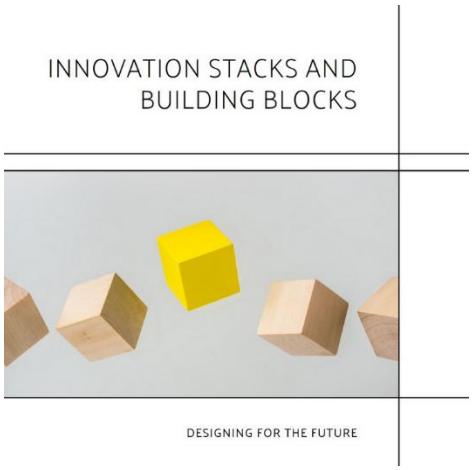
Composable innovation enables organizations to rapidly assemble and reconfigure innovation capabilities based on changing requirements and emerging opportunities. It emphasizes the ability to leverage and combine existing resources, knowledge, and technologies in novel ways to drive innovation.

By adopting a composable approach, organizations can achieve greater agility, adaptability, and scalability in their innovation efforts. They can more effectively respond to market dynamics, experiment with new ideas, and integrate diverse perspectives and inputs into the innovation process.

Overall, composable innovation promotes a modular and flexible mindset in managing and orchestrating innovation activities, enabling organizations to leverage their existing assets and adapt to the evolving needs of the business landscape.

Composable thinking encourages a more flexible, adaptable, and collaborative approach to problem-solving, innovation, and resource management. It empowers organizations to build and optimize their capabilities in a way that aligns with their specific goals and changing market dynamics**.**

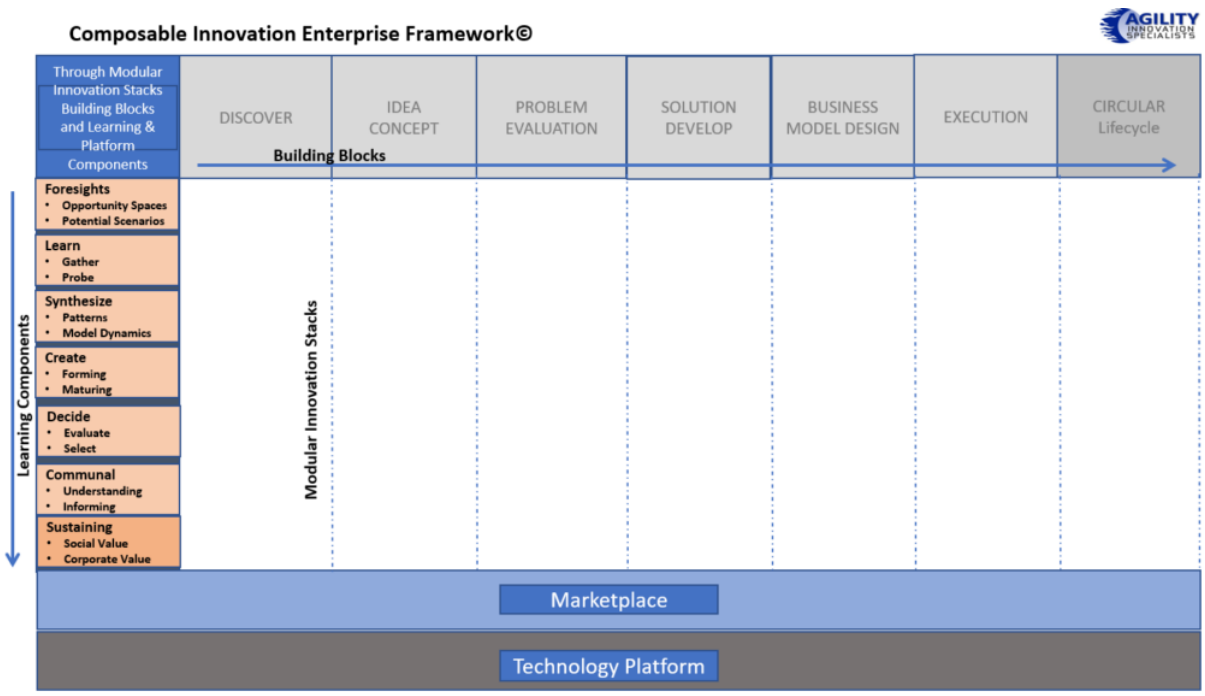
The framework proposed is vertical and horizontal, offering an innovative enterprise system architecture.



I believe we need to leverage technology, concepts, and design thinking. I propose a radically different system architecture for managing innovation designed and leveraging all the value of technology approaches.

Organizations can create a more comprehensive and effective innovation ecosystem by utilizing building blocks as components of the innovation stack, guiding platform development using the innovation stack, and supporting the innovation stack with a platform. Equally, components are oriented towards learning, knowledge, creativity, design, and testing—essential tasks in the innovation process.

The makeup of the basic design of the Composable Innovation Enterprise Framework



Innovation Stacks become the core, and the building blocks explore and exploit the essential elements.

The innovation stack consists of modular, shared, and persistent elements that are repeatable and proven in their contribution value. Developing any new concept requires recognizing its specific elements of required knowledge, operational requirements, and our future world, plugging into the human-AI collaboration.

Stack building comprises two parts, the horizontal layers, and the vertical components.

Horizontal Layer: Building Block contributing to the different Innovation Stacks

The vertical layer represents a suggested building block of innovation stacks that combines various approaches discussed previously. There are delivering **multiple building block**s, many already available, and these would be loaded down from a Marketplace of components and modular blocks. I have not listed all of the possibilities here.

It comprises the following layers:

1. **Discovery Layer:**
    - **Building Blocks**: Market Pull assessment, Technology Push potential, Challenge Defining, Vision, and Goal alignment.
    - **Platform Components**: Exploratory tools, Front End Management Software, Environmental Scanning, Trend Management, Start-Up Scouting, Weak Signals, Academic Research, Radar, IP Scanning, Three Horizons, and Strategic Roadmaps.
2. **Idea Concept Layer:**
    - **Building Blocks**: Ideation sessions, customer research, market analysis, trend analysis, competitive analysis, whiteboard exploring, idea box, crowd science and sourcing, double diamond assessment.

    - **Platform Components**: Idea management software, online communities, social media listening tools, collective intelligence, corporate venturing, and design thinking.
3. **Problem Validation Layer**:
    - **Building Blocks**: Problem identification, user testing, prototyping, concept testing, and user feedback.
    - **Platform Components**: Rapid prototyping tools, user testing software, customer feedback management tools, and project and portfolio building.
4. **Solution Development Layer:**
    - **Building Blocks**: Design thinking, Agile methodology, MVP development, feature prioritization, testing, experimentation, and iteration.
    - **Platform Components**: Collaboration software, project management tools, tracking and roadmaps, Agile development tools, and Design Thinking Methodologies.
5. **Business Model Design Layer**:
    - **Building Blocks**: Value proposition development, revenue model design, pricing strategy, cost analysis, and market positioning.
    - **Platform Components**: Business model canvas software, financial modeling tools, and pricing strategy software.
6. **Execution Layer:**
    - **Building Blocks**: Go-to-market strategy, launch planning, marketing and promotion, sales enablement, and customer support.
    - **Platform Components**: Marketing automation software, CRM systems, customer support software, and sales enablement tools.

By combining these building blocks into a modular building block of innovation stacks, organizations can create a customized approach to innovation that aligns with their specific needs and goals. The platform components offer pre-built tools and resources that accelerate the innovation process, while the building blocks provide a structured approach to ensure effective execution at each step.

I plan to extend this out with another layer of the **Circular Lifecycle** in the near future. I have shown it within the design but I have not worked through this as sufficiently as I would have liked at this time.

Vertical Layer: Achieving the Final Perspective, the innovation stack gets validated by the team.

The horizontal layer comprises the learning components that provide the structured learning and thinking through process focuses built through this vertical and horizontal taxonomy and framework. It involves the following elements of the process to follow in the innovation process:

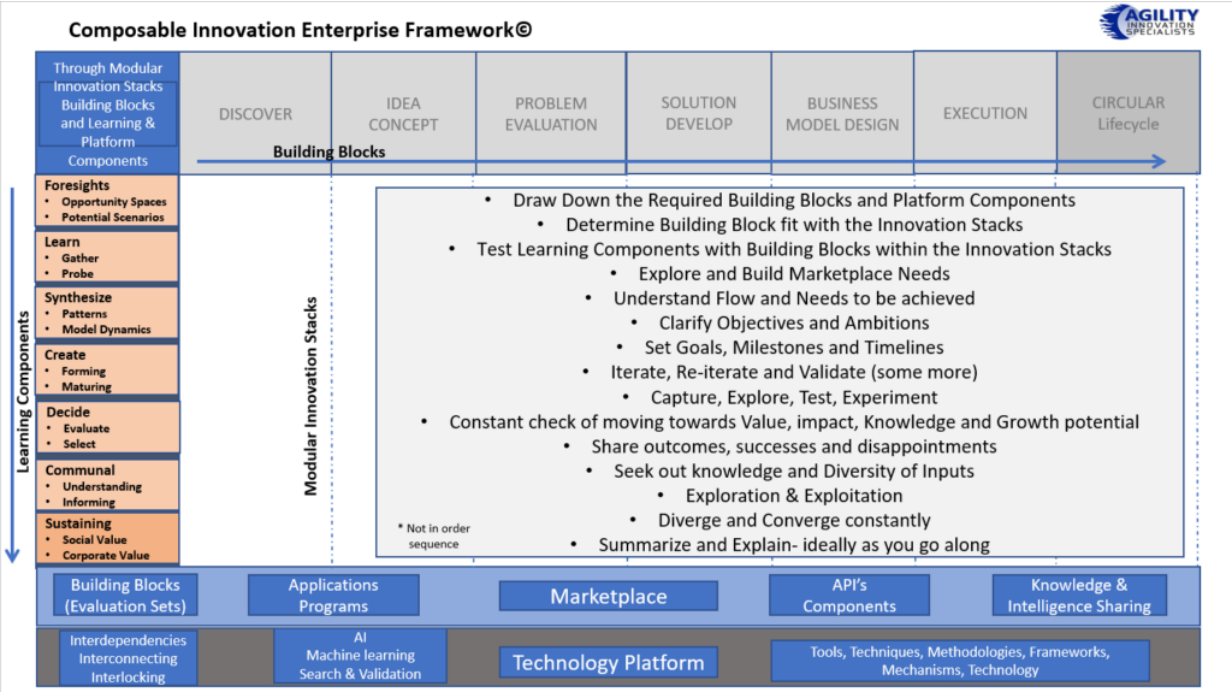
1. **Future Foresight**:
    - Made up of finding **opportunity spaces** and **potential scenarios**.
2. **Learn:**
    - **Gather & Probe** handling unstructured content, classifying relevance, searching, and filtering.
3. **Synthesize:**

- Looking for **patterns and model dynamics** from data, structuring, and inquiry (AI) to simulate.

4. **Create:**
    - **Forming** connections and **maturing** the association's system dimension needs, network engagements, deepening understanding, architecture framing, impact, and implication.
5. **Decide**:
    - **Evaluate and select** options based on fitness, portfolio needs, velocity, and overcoming cognitive biases.
6. **Communal:**
    - **Understanding and informing** through social interactions, attributing, designing, adapting, projecting future value and impact, coherence with existing systems, identifying changes and their implications, and using metaphors for identification.

I plan to add another element of **Sustainability**, both social and corporate value, later as I have not worked on this as much at this time but have included it here.

Visual 2. The Composable Innovation Enterprise Framework shows Marketplace and Platform APIs and Components and the opening considerations when building this out.



This framework requires integration, coherence, collaboration, and interactivity to achieve its objectives in a team environment, all having access to the same knowledge and insights; one of the essential reasons this has to be on a technology platform for a comprehensive, transparent, communication and full access for all involved.

In my learning components, the vertical elements I gained from a suggested one provided by Larry Schmitt, but my solution has a much broader framework of learning needs of the contribution value of the building blocks 'feeding' each of the innovation stacks both in horizontal and vertical components, due to this comprehensive approach.

Identifying the key components and relationships of innovation stacks and building blocks is crucial for developing a comprehensive and effective innovation ecosystem. By leveraging the tools, frameworks, and mechanisms provided by the marketplace and platform components to build the innovation stacks, organizations can create an ecosystem that fosters a culture of innovation, accelerates the innovation process, enhances collaboration, leverages diverse perspectives, and drives competitive advantage.

Feasibility and Considerations

Innovation Stacks and Building Block Component Design

Implementing the building block and innovation stack concept is feasible through available platforms and components that offer varying degrees of modularity. However, it requires careful planning, resource allocation, and significant innovation commitment to its enablement. There is a need to consider the following factors as it challenges much of the established and requires growing validation of its value and future impact:

1. **Resource Allocation**: resource investment, development, and time
2. **Integration with Existing Corporate Operating Systems**: aiming for a seamless integration
3. **Cultural Alignment**: experimentation, risk-taking, support, and encouragement on seeing the value
4. **Implementation Challenges:** building blocks and innovation stacks have challenges in complex processes
5. **Considering the Practical Implementation & Scalability**: requires staging and managing
6. **Integrating technology and software thinking**: will need adaptability and agility
7. **Transforming the current systems and processes into a new architecture**: planning, resources, and adaptation

A design like this does align with the goals of leveraging technologies and design thinking to drive innovation, and arguably bring innovation management into the 21st century but its further exploration, experimentation, and evaluation are clearly necessary to determine its radical potential and practicality across many different organizational contexts to realize the greater potential

The proposed design becomes far more of an innovation ecosystem design suited to responding to today's challenges and complexities where broader collaboration is becoming essential.

So in summary

In summary, implementing a building block and innovation stack design is feasible but requires careful planning, resource allocation, investment, and a solid commitment to innovation. The benefits include a structured and efficient innovation process, enhanced collaboration, and leveraging pre-built modules and tools for accelerated innovation.

We formulate an integrated design based upon a vertical and horizontal approach 1) using building blocks as components of the innovation stack, 2) using the innovation stack to guide platform and learning development, 3) using the platform to support the innovation stack modular design, 4) enabling the building, adding and deploying new applications and services as applicable and recognized as needed.

What do you feel? Does this approach have a radical potential for changing the current innovation management systems and bringing this into the 21st century in technology enablement and software thinking? I believe it indeed does. We need a radical reset of innovation to solve our future challenges and all the complexity of these, collaborating across organizations and institutions together.

References:

- Sangeet Paul Choudary: Platforms and the Building Block Thesis Platform Revolution
- Larry Schmitt: "The Innovation Stack"

Building Up to the Composable Innovation Enterprise Framework Validation

On Monday 12th June 2023 I made a proposal that innovation is in need of a radical redesign. The post was my "The Final Perspective: A Composable Innovation Enterprise Framework". This recommendation had been built out over the past three months toward this final conclusion.

Here I want to summarize the posts that were part of this build-up, that build the compelling business case for the need to change our thinking about innovation.

I looked at the present limitations of existing innovation software, emphasizing the value and contribution that having more of an innovation ecosystem thinking and design and then introducing different more technology-related concepts such as building blocks, innovation stacks, and key component relationships built on a platform approach were highlighted and explained in these posts.

The "final perspective" post proposed the **Composable Innovation Enterprise Framework** as a comprehensive approach to addressing today and the future complexities of innovation management.

So to summarize the posts as follows with their links:

1. **The need to change our thinking about innovation**: The initial post "Changing our thinking about innovation " highlights the necessity of shifting our mindset toward innovation in more dynamic, interactive ways. This post argues that traditional approaches may not be sufficient in today's rapidly evolving business landscape.
2. **The challenge faced by innovation software**: The post "Innovation Software, is it Facing the Innovators Dilemma?" raises concerns about whether existing innovation software can keep up with the changing needs of innovators. It suggests that innovative software might be facing a dilemma due to the pace of technological

advancements and a real lag in advancing software solutions, apart from piecemeal ones that react to specific and immediate needs.

3. **The future of innovation management software**: "Where will Innovation Management Software go?" explores the potential direction of innovation management software. It continues on looking at existing innovation software and suggests that there is a need for a more dynamic and holistic view of innovation, implying that future software solutions should be more adaptable and flexible.
4. **The value of an Innovation Ecosystem**: "What value does an Innovation Ecosystem offer?" emphasizes the importance of an innovation ecosystem. It suggests that collaboration, interconnectedness, and a holistic approach are vital for successful innovation. Creating a design and thinking towards the innovation ecosystem approach is a trend needed.
5. **Embracing innovation**: "Are we EVER going to embrace innovation?" questions whether organizations are truly embracing innovation. This post implies that a shift in mindset and culture is necessary for organizations to fully leverage the potential of innovation.
6. **The power of ecosystem thinking**: "The power of ecosystem thinking for resolving the innovation complexity of today" further explores the benefits of ecosystem thinking. It suggests that by considering the larger ecosystem and its interdependencies, organizations can address the complexity associated with innovation in greater collaborative ways.
7. **Understanding the innovation ecosystem**: "What makes the innovation ecosystem different?" delves deeper into the concept of the innovation ecosystem. It highlights the unique characteristics of an innovation ecosystem, such as the diverse participants, collaborative nature, and shared value creation.
8. **Recognizing the building blocks of innovation**: "Recognizing the Building Blocks of Innovation" focuses on identifying the fundamental elements or building blocks of innovation. It explores that understanding of many existing and new building blocks is crucial for designing effective innovation strategies and processes.
9. **Building the innovation stack**: "Building the innovation stack" expands on the concept of building blocks and introduces the idea of an innovation stack. It implies that combining different building blocks in a synergistic manner can drive innovation success and the stack offers a way for this to be managed.
10. **Identifying key component relationships**: "Identifying key component relationships of Innovation Stacks and Building Blocks" emphasizes the importance of recognizing the relationships and interactions between different components, building blocks for learning through the approach of innovation stacks gives a new future structure to organize innovation. It suggests that understanding these relationships can optimize innovation outcomes.
11. **Gaining a different perspective on innovation:** "Gaining a Different Perspective on Innovation through Platforms, Blocks, and Stack Designs" proposes a new perspective on innovation by further introducing platforms, blocks, and stack designs. It implies that these concepts can provide a fresh and comprehensive lens through which to approach innovation.
12. **The final perspective**: "The Final Perspective: A Composable Innovation Enterprise Framework" concludes by recommending a Composable Innovation Enterprise Framework. This framework integrates the concepts of platforms, blocks, components, and stack designs, allowing organizations to dynamically assemble and reconfigure their innovation processes and resources. It suggests that this framework offers a solution to the challenges and complexities of innovation management.

What this all means?

In conclusion, this series of posts presented a growing argument for reevaluating our approach to innovation and highlighted the need for a more dynamic and holistic view.

The research made and the build-up touched upon various aspects, including the limitations of existing innovation software, the value of innovation ecosystems, the power of ecosystem thinking, the recognition of building blocks, and the exploration of innovative perspectives such as platforms, blocks, and stack designs.

The call for a paradigm shift

These posts collectively build a case for a paradigm shift in innovation management and propose a solution in the form of a **Composable Innovation Enterprise Framework**. This framework integrates the concepts and insights discussed throughout the posts, offering a comprehensive approach to address the complexities and challenges of modern innovation.

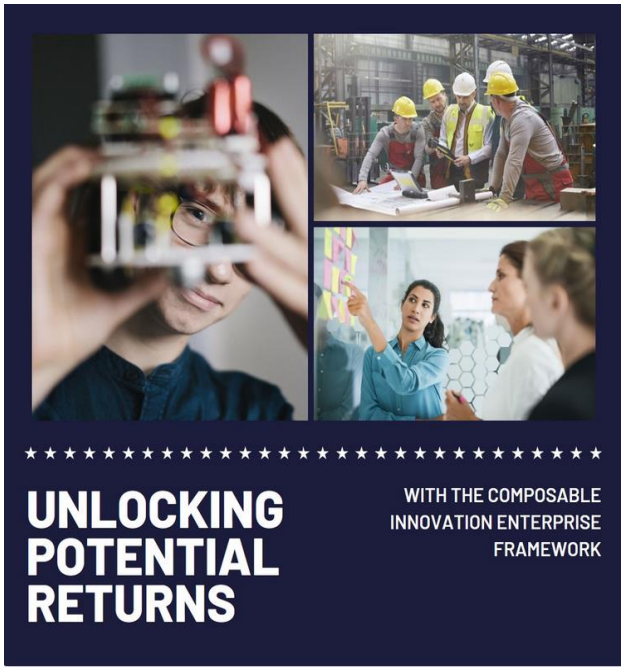
In my view by embracing a **Composable Innovation Enterprise Framework**, organizations can overcome the limitations of traditional approaches and leverage the power of collaboration, interconnectedness, and shared value creation within an innovation ecosystem. This framework encourages a shift in mindset, culture, and software solutions, allowing organizations to dynamically assemble and reconfigure their innovation processes and resources.

I would argue though this recommendation may initially appear radical and unfamiliar, the logical progression of ideas presented in the posts bridges the gap and clarifies the need for such an approach.

By summarizing the key points and explaining the flow of logic, it becomes more evident that a Composable Innovation Enterprise Framework can provide the necessary foundation for driving successful and adaptive innovation in today's rapidly changing business landscape.

I will provide a further follow-up by **expanding on the potential returns** we can gain by adopting this framework approach or moving progressively towards it giving **the standout points** of why.

The Potential Returns of the Composable Innovation Enterprise Framework



I proposed a new Framework for managing innovation this week, called the Final Perspective: A Composable Innovation Enterprise Framework. This is approaching innovation and its management in more of a holistic, technology-enabled way based on the use of a cloud-enabled Platform and Ecosystem thinking and design.

The thrust of the framework is "*Organizations can create a more comprehensive and effective innovation ecosystem by utilizing building blocks as components of the innovation stack, guiding platform development using the innovation stack, and supporting the innovation stack with a platform. Equally, components are oriented towards learning, knowledge, creativity, design, and testing—essential tasks in the innovation process*".

I am suggesting a vertical and horizontal design applying innovation stack and building block approaches, which may be new concepts for many. Still, they do have value in enabling a more dynamic environment for innovation to connect to the potential it so often promises but fails to deliver upon.

Much stands in the way of taking an idea or concept and getting it to a successful launch, recognition, and, most importantly, adoption. Innovation management and its process need changing, seriously updating with more of an enterprise framework. I am proposing one.

I wrote a post "Building Up to the Composable Innovation Enterprise Framework Validation", providing the investigations and subsequent posts I provided to build the argument towards this solution. They are concise synopsises to get this base for my thinking and understanding of why innovation processes and their management need to change.

In this post I want to explore the potential returns I feel are gained from adopting this "Final Perspective, the Composable Innovation Enterprise Framework" following my recommendation that innovation needs to change, to embrace and adopt a new view of the Innovation Management process to change our present thinking.

It is one thing to propose a new framework and another to convince innovating teams to change

In this post, I outline the types of returns this framework is expected to provide innovators.

The potential returns, including increased agility, improved innovation outcomes, enhanced collaboration, and long-term competitiveness, make this radical change worthwhile for organizations aspiring to thrive in today's dynamic business environment. I ***highlight*** the key value points. Getting any returns is highly individual and dependent on circumstances and conditions. Let me provide these value points:

1. **Increased agility**: Embracing a Composable Innovation Enterprise Framework enables organizations to respond to market changes and customer needs with more agility. Companies can quickly adapt their strategies, products, and services by dynamically assembling and reconfiguring innovation processes and resources. This agility allows them to seize new opportunities, stay ahead of competitors, and effectively navigate uncertainties and disruptions in the business landscape.
2. **Improved innovation outcomes**: The framework's emphasis on collaboration, ecosystem thinking, and recognizing key building blocks enhances innovation outcomes. It establishes a **structured set of choices** to engage **across the network of collaborators** to capture the diversity and ideas and then **pursue them along the framework** By fostering a collaborative culture and leveraging diverse expertise, organizations can generate a broader range of ideas and perspectives. This increases the likelihood of breakthrough innovations and enhances the quality and relevance of the solutions developed. Additionally, **the framework promotes a structured approach to innovation**, ensuring that resources are effectively allocated and innovation efforts are aligned with strategic objectives.
3. **Enhanced collaboration**: A Composable Innovation Enterprise Framework encourages collaboration within the organization and across the broader innovation

ecosystem available to you. It provides a platform for effective knowledge sharing, resource pooling, and joint problem-solving. By leveraging ecosystem partners' collective intelligence and capabilities, organizations can access a wider range of resources, expertise, and markets. This collaborative approach **fosters innovation synergies**, reduces duplication of efforts, and accelerates the pace of innovation.

4. **Long-term competitiveness**: In today's dynamic business environment, organizations need to have the ability to **continuously innovate**, not constantly go back and reinvent the investigative wheel, to maintain long-term competitiveness. Embracing a Composable Innovation Enterprise Framework positions companies at the forefront of innovation management practices. It allows them to **harness emerging technologies, rapidly adapt to changing market dynamics**, and proactively identify and address customer needs. By cultivating a culture of innovation and leveraging the power of ecosystems, organizations can sustain their competitive edge and establish themselves as innovation leaders in their respective industries.
5. **Enhanced customer satisfaction**: The framework's focus on adaptability, collaboration, and innovation excellence directly benefits customers. By embracing this approach, organizations can better understand and anticipate customer needs, **leading to the development of more relevant and customer-centric products, services, and experiences**. The ability to respond quickly to customer feedback and market demands improves customer satisfaction and loyalty, ultimately driving business growth and profitability.
6. **Increased revenue and market share**: The improved agility, innovation outcomes, collaboration, and competitiveness resulting from the framework can lead to increased revenue and market share. Organizations can capture a larger market share by delivering innovative products and services that meet customer needs and surpass their expectations. **The ability to bring new products to market faster and more efficiently** can also generate revenue growth and increase market penetration. Furthermore, by **leveraging ecosystem partnerships**, organizations can access new markets, channels, and customer segments, expanding their business reach and revenue potential.

Overall, the potential returns of increased agility, improved innovation outcomes, enhanced collaboration, and long-term competitiveness make the adoption of a Composable Innovation Enterprise Framework as highly valuable for organizations.

It equips them or updates them with the tools, technologies, methods, and technology-enabled management process, providing the capabilities to thrive in today's rapidly evolving business landscape, seize opportunities, delight customers, and secure their position as innovation leaders in their industries.

These are the Standout points of real value in understanding the changes occurring.

1. **We need to achieve a dynamic view of innovation**: the importance of moving away from traditional, static approaches to innovation and adopting a more dynamic perspective. This entails recognizing the complexities and rapid changes in the business landscape and embracing strategies that allow for flexibility, adaptability, and continuous improvement.
2. **The value of innovation ecosystems**: The power of innovation ecosystems is argued everywhere, in thinking and design. They offer a collaborative environment where organizations can leverage the collective intelligence, resources, and expertise of ecosystem partners. Ecosystem thinking encourages the formation of strategic alliances, partnerships, and knowledge sharing to drive innovation and create shared value.
3. **The recognition of building blocks and innovation stacks:** I believe the concept of building blocks and innovation stacks, are key components of the Composable Innovation Enterprise Framework and offer a highly flexible, modular approach to innovation. Building blocks refer to the fundamental elements or capabilities required for innovation, while innovation stacks represent the interconnected layers of processes, technologies, and resources that support innovation efforts.
4. **The shift towards platform thinking**: The exploration of platform thinking has become essential to bring new value and impact to a business offering. Innovation is no different; it needs to be built on a platform to exploit all the potential benefits of adopting platform-based approaches to innovation for applying creative technology and application thinking. Platforms provide a scalable and flexible foundation for collaboration, integration, and value creation. They enable organizations to connect different stakeholders, leverage external resources, and facilitate the exchange of ideas and solutions.
5. **The recommendation for a holistic framework called the Composable Innovation Enterprise Framework**: This is my proposal in recommending a Composable Innovation Enterprise Framework it is a comprehensive solution to address the complexities of modern innovation. This framework integrates the principles of dynamic thinking, ecosystem collaboration, building blocks, innovation stacks, and platform designs to enable organizations to navigate the challenges and seize the opportunities in innovation management.

These key points collectively emphasize the need for a paradigm shift in innovation management and highlight the potential benefits of embracing a Composable Innovation

Enterprise Framework. They underscore the importance of adaptability, collaboration, and holistic approaches in driving successful innovation in today's rapidly evolving business environment.

By dynamically assembling and constantly reconfiguring the innovation process and resources, organizations can enhance agility, improve innovation outcomes, and foster greater internal and external collaborations. This framework can offer a new dimension for achieving long-term competitiveness as this framework aligns with the dynamic nature of today's business environment. It can allow organizations to respond effectively to market changes, customer needs, and emerging technologies as it has been placed on a modern platform, ready to scale and respond to the rapid needs of dealing with the complexities we are facing in business today and in the future.

Any enterprise-enabled framework will require serious change management thinking. It is not a "big bang" solution, it should be phased, to validate and grow understanding, build up validation, and the level of returns and the growing understanding of cost/ benefit conversion.

COMPOSABLE INNOVATION
ENTERPRISE FRAMEWORK

Innovation Stacks and Building Block Component Design

The implementation of the Composable Innovation Enterprise Framework.

How difficult would it be to embrace this Composable Innovation Enterprise Framework, as it is often argued that most people want to keep innovation management and its process simple? I wonder if that is the current incumbents, be these current innovation management software providers or individuals inside the organizations resisting change, as it brings significant uncertainty of change and disruption to the (inadequate) process, *one that I feel is not fit for today's* and tomorrow's innovation purpose.

So how to set about making this change and who should be involved as it is a more radical design of a holistic nature is what I am outlining in this post and the next one focuses more on the project organization needed.

Organizations in today's business environment need to adapt rapidly and dynamically, the need to bring the innovation management process into a constant technological advancement, and more designed by their own specific needs and not "offered" as a rigid set of solutions. We need to embrace a significant change in the way we "set about" innovation.

It needs increased agility and looks to have innovation consistently redesigned to meet different challenges and needs. It needs a better set of flexible design elements and system thinking to gain from reuse and redesign rapidly. I like the term I saw the other day "*systems of gravity*" to get tasks completed faster than what is being offered today in innovating software solutions.

The need is to set about **building a compelling business case** to make the move to embrace this (radical) design change and its potential value in returns and flexibility. I want to begin to sketch out the pathway of change this might need. It will be hard work, but doing this in stages gives growing understanding and value, and I believe ultimately rewarding.

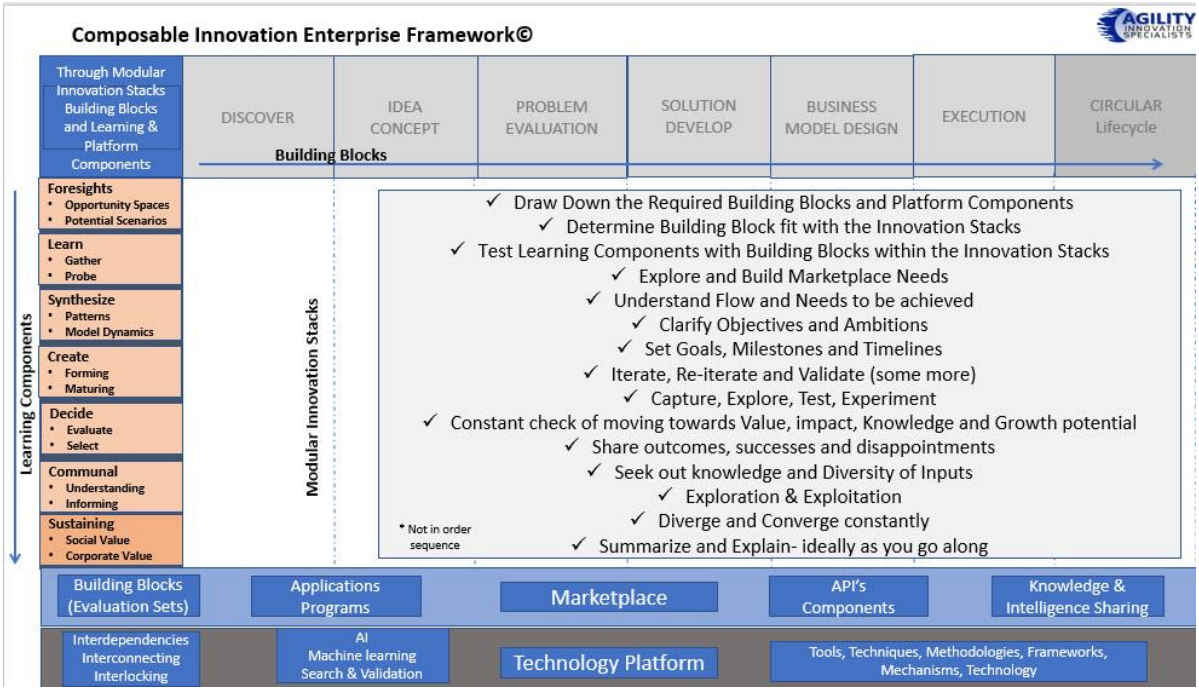
We cannot afford not to avoid changing our innovation processes as we deal with a far more complex and challenging world. We seem to be keeping innovation as a disappointing and often frustrating outcome for many leaders of organizations today, innovation needs to be top of mind and better equipped to deliver.

Here I will offer up some thoughts on how to make this change and who in the next post who should be involved, as it is a more radical design of a holistic nature. Any enterprise-enabled framework will require serious change management thinking. It is not a "big bang" solution; it should be phased. Any enterprise-enabled framework will require serious change management to understand build-up validation, the level of returns, and the growing understanding of cost/ benefit conversion.

Embracing a Composable Innovation Enterprise Framework will undoubtedly involve a significant shift in mindset and processes, which could raise concerns about complexity. Indeed our existing innovation processes are doing an (adequate) job. Why change? It is recognized the world over change is uncomfortable, often painful and uncertain, but still constantly confronts us, but change we must give new innovations the real chance to "crack" the complex and challenging tasks facing us all.

The Composable Innovation Enterprise Framework

This visual shows the full framework components and a helpful "familiarizing" checklist.



However, it is important to highlight the compelling business case and potential value in returns, both in the short and long term, to motivate organizations to make this radical change. Here's a sketch of a pathway of change and the associated benefits:

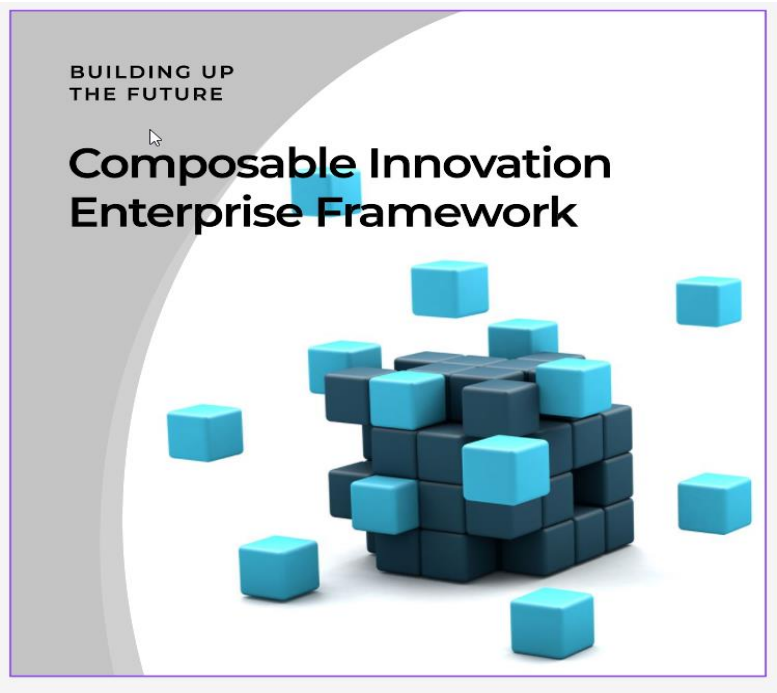
1. I**dentify pain points and limitations**: Start by identifying the pain points and limitations of existing innovation management processes and software. This could include difficulties adapting to rapidly changing market dynamics, a lack of collaboration and integration, inefficient resource allocation, or the inability to leverage emerging technologies effectively.
2. **Communicate the need for change**: Clearly articulate the organization's challenges and limitations and explain how a Composable Innovation Enterprise Framework can address these issues. Emphasize the importance of staying competitive in a rapidly evolving business landscape and the potential risks of falling behind.
3. **Highlight the benefits of adaptability and flexibility**: One of the key advantages of a Composable Innovation Enterprise Framework is its adaptability and flexibility. Showcase how this approach allows for dynamic assembly and reconfiguration of innovation processes and resources, enabling the organization to respond quickly to market changes and customer needs. Emphasize the potential for increased agility, faster time-to-market, and improved innovation outcomes. Organizations continue to struggle with being adaptable and flexible. Does this solution offer a pathway?
4. **Showcase the power of collaboration and ecosystem thinking**: Illustrate how embracing an innovation ecosystem and ecosystem thinking can unlock new opportunities for collaboration, knowledge sharing, and shared value creation. Highlight examples of successful ecosystem-driven innovations and the potential for increased access to resources, expertise, and markets. Ecosystem design is becoming organizations' "go-to" solution to accelerate their competitiveness.
5. **Demonstrate the potential return on investment**: The task of building and validating a comprehensive analysis of the potential returns on investment associated with adopting a Composable Innovation Enterprise Framework is difficult as it is radical and new, but that is the essence of groundbreaking innovation solutions; we need to push through the knowns and find answers to the unknowns. This evaluation must identify cost savings through more efficient resource allocation, revenue growth through faster innovation cycles, improved product/service development, and increased market share through enhanced competitiveness. This needs a staged approach to build the validation, so the framework itself must build out in "validation" steps.
6. **Showcase success stories and case studies**: As you learn you can justify. Share success stories and case studies of organizations successfully embracing similar frameworks. Highlight their positive outcomes, such as increased innovation efficiency, improved customer satisfaction, and market leadership. These examples can serve as proof of concept and inspire confidence in the potential value of the framework. In my limited research, multiple parts of this Composable framework have been made by how Lego has undergone change, South Western Airlines, IKEA, and many of the technology giants building out the Platform solutions with building blocks and stacks as part of their designs.
7. **Develop a phased implementation plan**: To address concerns about complexity, develop a phased implementation plan that allows for this gradual adoption of the Composable Innovation Enterprise Framework. Start with a pilot project or a specific business unit to test parts of the framework's structure and effectiveness and build confidence among stakeholders. Using the suggested building blocks and learning

components are all common today. This phased approach minimizes disruption and allows for iterative improvements based on real-world feedback.

8. **Provide training and support**: Offer different and structured training programs and workshops to bring the idea to life within the organization and then give ongoing support to help employees adapt to the new framework. This ensures that they understand the rationale behind the change, have the necessary skills to operate within the framework, and feel supported throughout the transition process. The diverge/converge framework and design thinking methodology are relevant and useful to see the value of change.
9. **Continuously measure and communicate success**: Establish key performance indicators (KPIs) to measure the impact of the Composable Innovation Enterprise Framework. Regularly communicate progress and success stories to reinforce the value of the change. Celebrate wins and highlight the positive outcomes achieved through the framework's implementation. Measuring success is no different than any innovation or change project. These need to be broken down into the framework parts that need to be assessed.

By following this pathway of change and effectively communicating a constant and compelling business case for embracing a Composable Innovation Enterprise Framework, organizations can overcome resistance to change and build a strong foundation for driving innovation excellence.

The planning out of this Composable Innovation Enterprise Framework



As I mentioned in a previous post, for any innovation enterprise change, I do not recommend a "big bang" solution; it should be phased to validate and grow to understand, build up

validation, justify making the changes, bedding in the thinking needed and approaches to provide the level of returns and the growing understanding of cost/ benefit conversion.

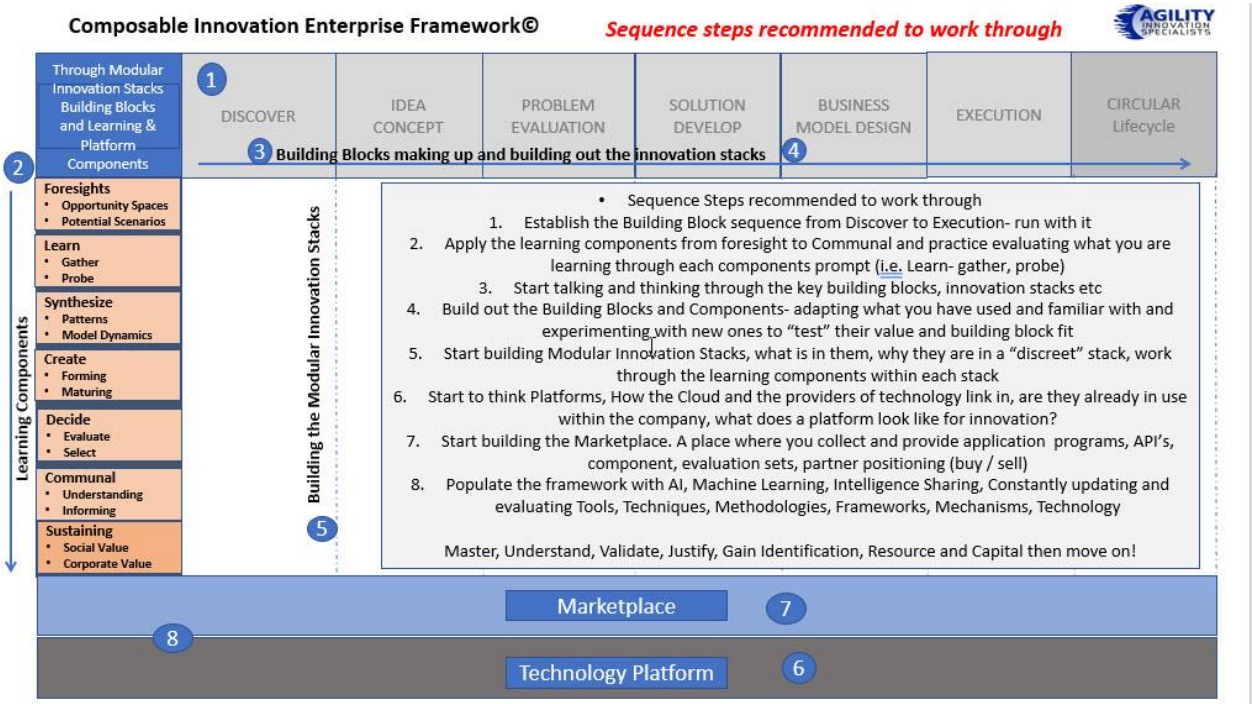
The potential returns, including increased agility, improved innovation outcomes, enhanced collaboration, and long-term competitiveness, make this radical change worthwhile for organizations aspiring to thrive in today's dynamic business environment. The ability to build the context and show its (ongoing) value makes the difference. You need a systematic approach and project staging plan.

The importance here is recognizing the shift in mindset and thinking towards a Building Block approach to build up the Innovation Stacks. Each stack "sits" on a technology platform. Thinking through what this means requires understanding, relating, and putting a clear context of innovation, what you want to achieve, and how to set about this.

Collectively these prove the building kit for considering, justifying, and explaining this new innovation proposal.

Here, we are looking at a sequence of steps to work through and build experience and understanding.

I outline here the approach I would take as sequence steps from 1 to 8



The other question is, who needs to get involved?

Who needs to be involved in undertaking this framework's initial structure, design, and building?

Undertaking the initial structure, design, and framing of a Composable Innovation Enterprise Framework typically involves a collaborative effort involving various organizational stakeholders. Here are some key roles that could contribute to this process that become the stakeholders:

1. **Innovation Champions and Enthusiasts:** These individuals play a crucial role in championing the need for change and driving the adoption of the framework. They can be senior executives, innovation managers, or individuals with a deep understanding of innovation practices. Innovation champions provide the vision, advocate for the framework, guide its implementation, and give it the necessary passion, drive, belief, and commitment.
2. **Cross-functional Teams**: Assembling cross-functional teams ensures diverse perspectives and expertise are brought into the framework design process. Representatives from research and development, marketing, operations, and IT departments can contribute their insights and collaborate to define the framework's structure, design, and implementation strategies. For example, a series of workshops that draw out the diversity of opinions and points of value helps this cross-functional work.
3. **Innovation Management Experts**: Engaging experts in innovation management can provide valuable guidance and best practices. These experts could be internal resources, consultants, or external advisors who have experience in designing innovation frameworks and managing innovation processes. They can bring their expertise to inform the framework's structure, ensure alignment with internal or external needs, relate these to evolving industry standards, and facilitate smooth implementation. The role here calls for a more forward-looking perspective, where the value of technology application is central to their experiences to aid more powerful understanding.
4. **IT Professionals**: Given the emphasis on adaptability and the potential integration of technology solutions, involving IT professionals is crucial. They can provide insights into technological capabilities, data management, and integration requirements. IT professionals can work alongside innovation champions and cross-functional teams to explore how software solutions, platforms, and digital tools can support the framework's implementation.

5. **Stakeholders and User Representatives**: It is important to involve stakeholders and representatives of end-users in the design process. This could include customers, partners, suppliers, or other ecosystem participants. The management from top to bottom needs to be fully engaged, encouraging, and questioning to gain the financial and resource support required for this level of change. Their input can ensure that the framework addresses their needs, aligns with their expectations, fosters effective collaboration within the ecosystem, and moves towards a close alignment with existing operating systems to yield the right level of efficiency and effective returns.
6. **Change Management Specialists**: Change management specialists can help navigate the organizational and cultural aspects of implementing a new framework. They can assist in developing a change management plan, conducting training programs, and ensuring smooth adoption by addressing potential resistance, communicating the benefits, and facilitating the transition process.
7. **Recognizing different system theories.** There is a greater need to understand systems, are we dealing with complex adaptive systems or complicated causal systems, this needs **a system theory specialist** on hand to help unpick and recognize the different knowledge states so one reacts accordingly.

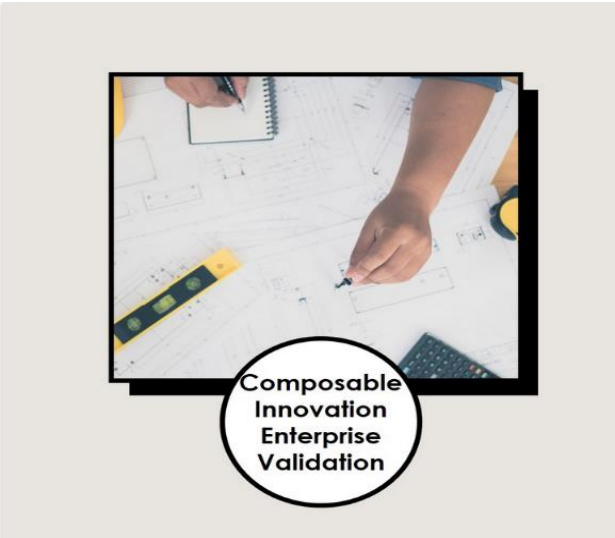
The collaborative effort of these stakeholders helps ensure that the initial structure, design, and framing of the Composable Innovation Enterprise Framework are well-rounded, aligned with organizational objectives, and address the unique needs and challenges of the organization.

The process should be iterative, involving feedback loops and continuous improvement to refine the framework over time based on real-world implementation and user experiences.

Change is never easy. The innovation pathway is often full of twists and turns. Keep focused

This Composable Innovation Enterprise Framework is radical in its design, but it can be built and validated if broken down into manageable parts. It is a project of sizable change but in “bite-sizes” to validate, build momentum, and support.

The movement to building a more composable enterprise is far more than proving technical features, like building blocks or innovation stacks, it is about working in the cloud and applying this composable thinking to the design of the innovation management process.



Achieving a radically redesigned innovation management system

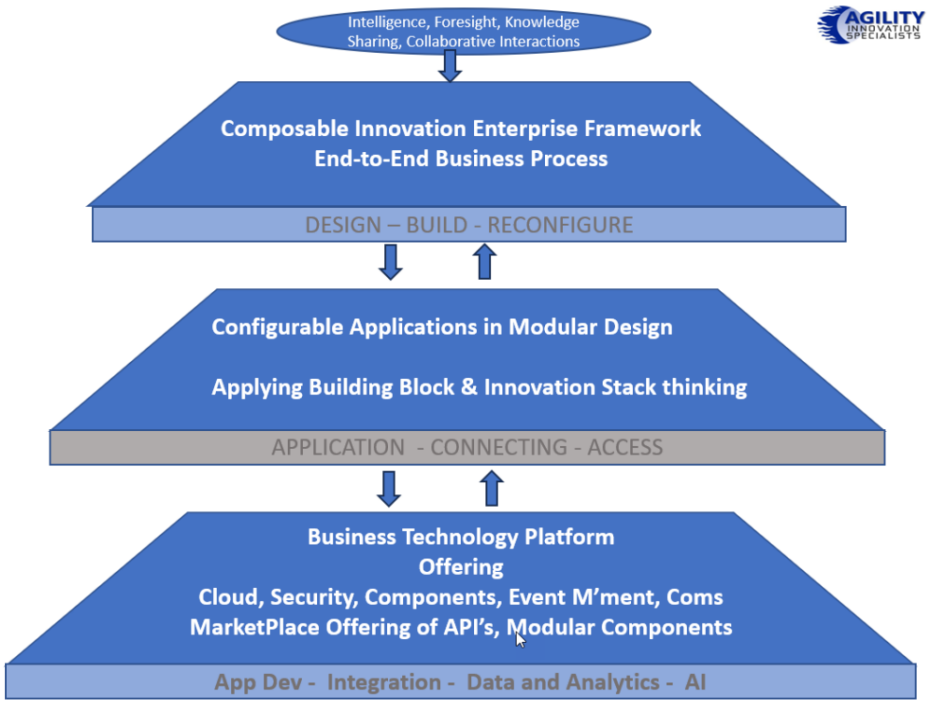
This design thinking contributes greatly towards levels of enterprise integration and flexibility, gaining increased assimilation of applications, data, and knowledge sharing as it is designed as a modular approach. Through this modular approach, innovators can constantly re-imagine delivery frameworks to fit the type of challenge and complexity they are striving to resolve. It brings greater agility, flexibility, speed, and leveraging both knowledge and the use of the applications (API, etc) applied.

If we can achieve a management system that gives the organization the ability to rapidly assemble and reconfigure innovation capabilities based on changing requirements, emerging opportunities, and challenges we are perhaps, finally, truly able to pivot, recompose, to increase agility, efficiency, and resilience in the ways we want to innovate?

We have often wanted “faster time-to-market, increased agility, improve scalability, and manage costs in transparent and informed ways. Is it not time we gave innovation the chance to show it can be designed differently and closer to the evolving needs of the changing business landscape?

In some ways, I see similarities, for example, to undertaking an ERP investment in getting organized and project-specific or equally when dealing with shifting operations and plants onto a technology-connected digital platform that connects that process and transforms the business operation.

Visualizing the Composable Innovation Enterprise Framework



After a series of posts introducing and explaining the thinking and design behind the Composable Innovation Enterprise Framework, I thought it would be a good idea to put this into a sequence of visuals that should take you through this to provide a decent understanding of its make-up and logic.

Organizations in today's business environment need to adapt rapidly and dynamically, have the need to bring the innovation management process into a constant technological advancement, and be more tailored in its design by their own specific needs and not "offered" as a rigid set of solutions. We need to embrace a significant change in the way we "set about" innovation.

If you are interested in reading more in the series I have been posting then here are the links in the order of posting.

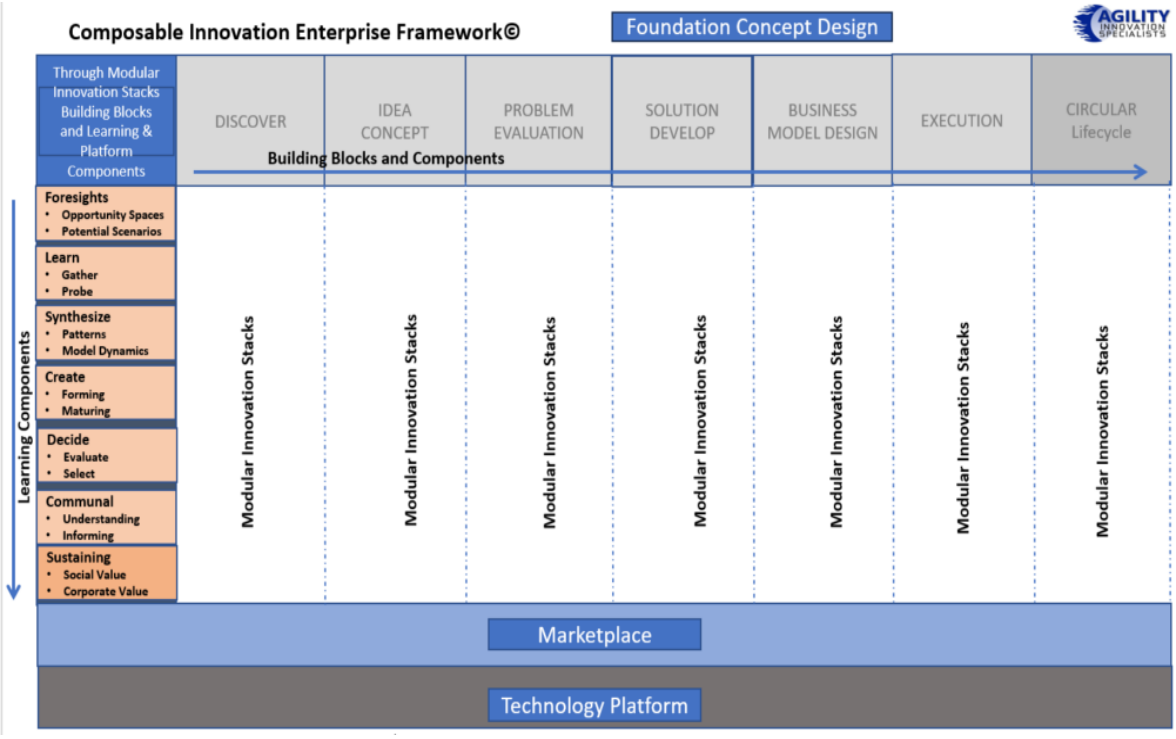
The importance here is recognizing the shift in mindset and thinking towards a Building Block approach to build up the Innovation Stacks. Each stack "sits" on a technology platform. Thinking through what this means requires understanding, relating, and putting a clear context of innovation, what you want to achieve, and how to set about this.

In a series of posts, I have first explained **why we should change,** then introduced the concepts of **the building block**s, followed by an introduction to the **innovation stack thinking**. this was followed by the critical relationships of Stacks and Blocks, then bringing these concepts into a perspective based on platforms that leads to the offering of a **final**

[perspective of this Composable Innovation Enterprise Framework](#) (the announcement post)

Post announcement, I have been following this up with posts on **building up a validation plan**, with the **potential value of adopting this framework** approach with an opening sketch of offering suggestions to beginning to think about **an implementation plan** and within this series a final post, the [phasing and sequencing suggestions](#) and who needs to be involved.

The initial (wire) framework

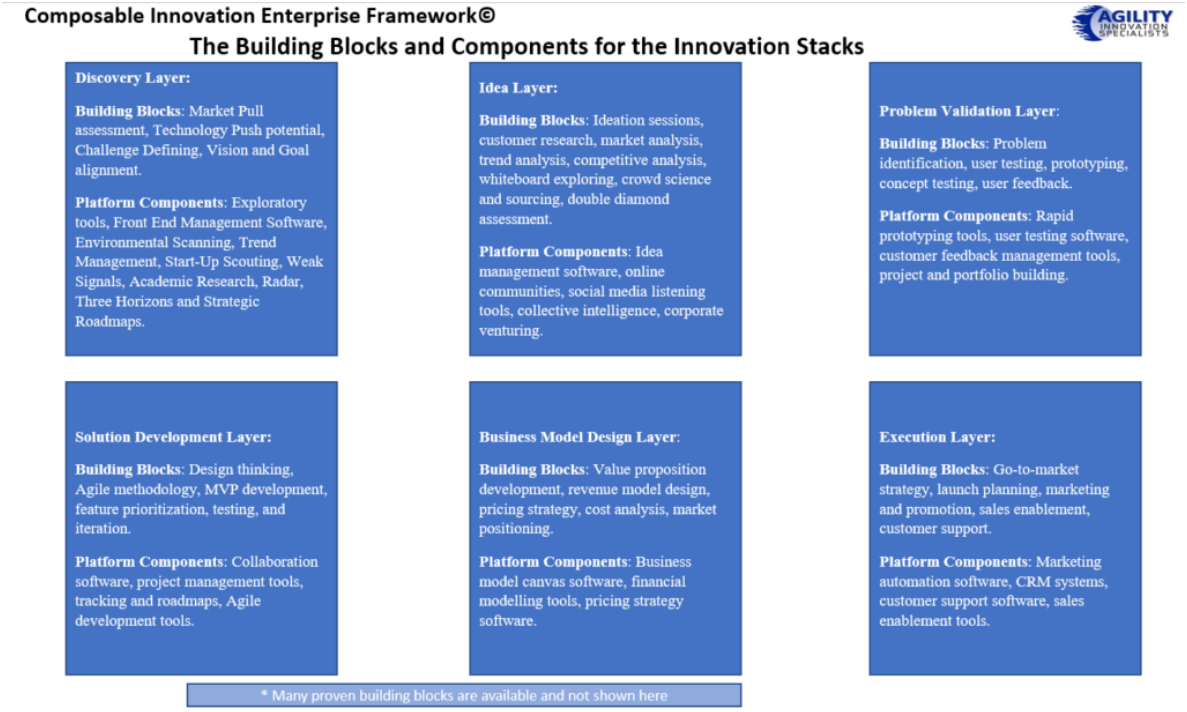


The core concept is made up of Building Blocks, Modular Innovation Stacks, Learning Components, and Platform Architecture offering a MarketPlace and Technology Platform as its foundation.

Firstly what makes up the Building Blocks that assemble and form the Modular Innovation Stacks

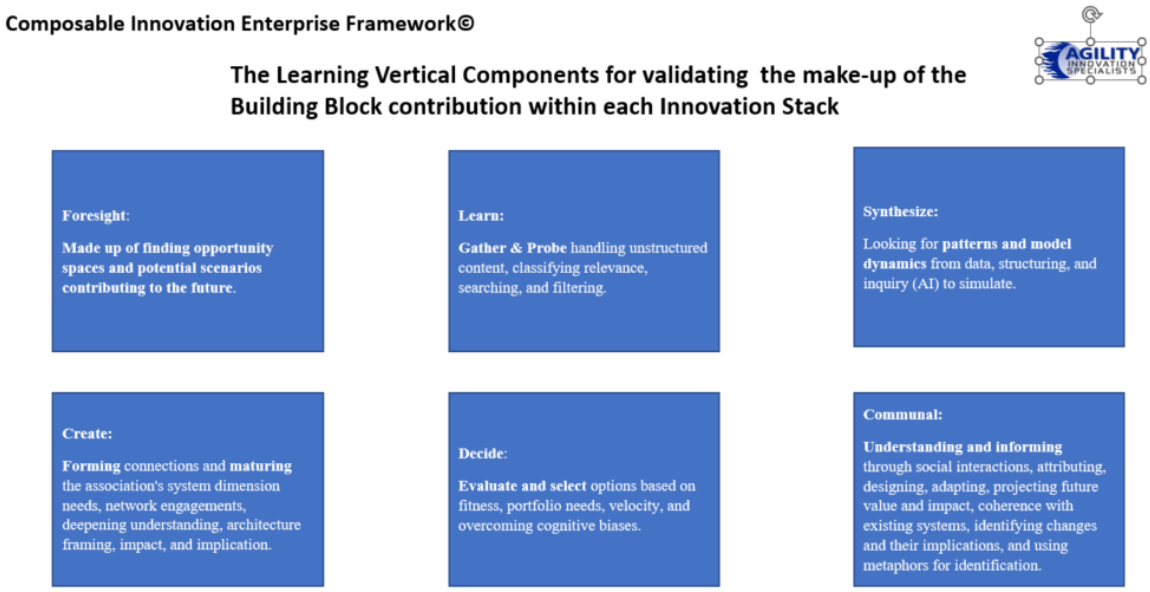
There is a Discovery layer, Idea or Concept layer, Problem Validation layer, Solution Development layer, Business Model Design layer, and finally the Execution layer

This follows the "accepted" logic of how the innovation flows. Each has many established ways to break down the layer, in assessing it as well as the platform components that are recognized as framing tools for that stage. These are held within the Marketplace to download an API of that frame, tool, or technique on the platform provided.



The Learning Components are how we should work through each stage of the innovation process. I view this learning structure as important to work through in each stage of the Discovery to Execution

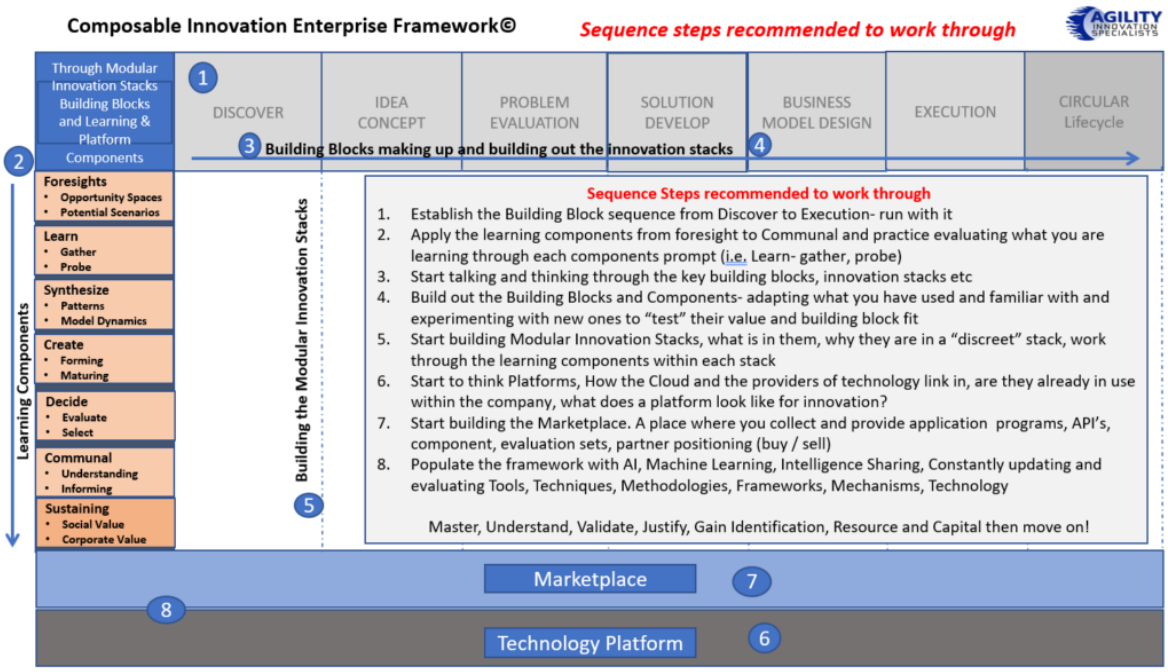
These learning components work through ***foresight***, then how we ***learn, synthesize, create, decide,*** and then set about convincing others of the value and benefits of this innovative concept, ***the communal "buy-in".***



Learning components that need to flow through the Composable Innovation Enterprise Framework.

I offer here the understanding and the thinking through steps to be undertaken in this framework

The sequence I suggest goes from 1 to 8 in building, validating, and implementing



The steps of the thinking through needed for the Composable Innovation Enterprise Framework

I recommend tackling and implementing this framework in these sequence steps

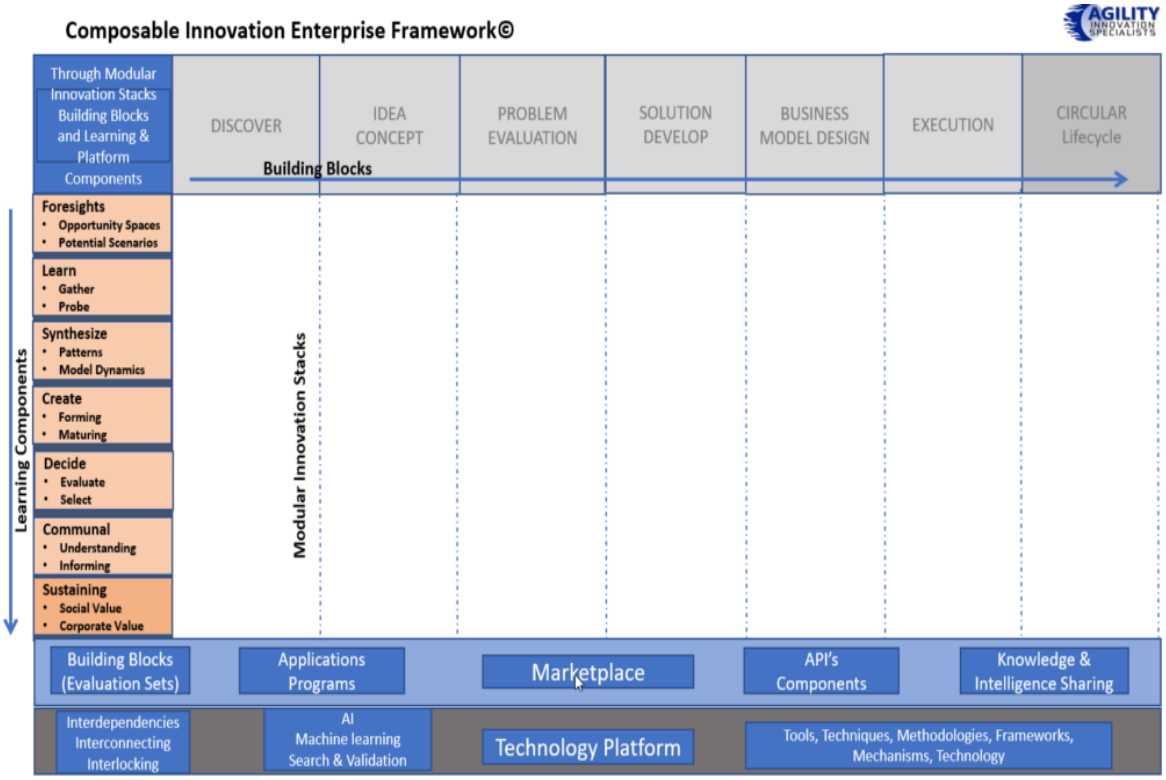
This is not offered as a "big bang" solution; it should be phased, and taken step by step. Any enterprise-enabled framework will require serious change management to understand build-up validation, the level of returns, and the growing understanding of cost/ benefit conversion.

Embracing a Composable Innovation Enterprise Framework will undoubtedly involve a significant shift in mindset and processes, which could raise concerns about complexity.

The final Composable Innovation Enterprise framework

In my view by embracing a **Composable Innovation Enterprise Framework**, organizations can overcome the limitations of traditional approaches and leverage the power of collaboration, interconnectedness, and shared value creation within an innovation ecosystem.

This framework encourages a shift in mindset, culture, and software solutions, allowing organizations to dynamically assemble and reconfigure their innovation processes and resources.



The final Composable Innovation Enterprise Framework and its design

In my view any modern approach to innovation needs to aim to achieve interdependent and interlocking innovation, solving problems that have *not* been addressed before and offering sustainable value, impact, and returns to all involved or *significantly* improving on the existing solutions. Today we are missing a comprehensive structure or innovation process to achieve this, we need a radically different approach to managing innovation.

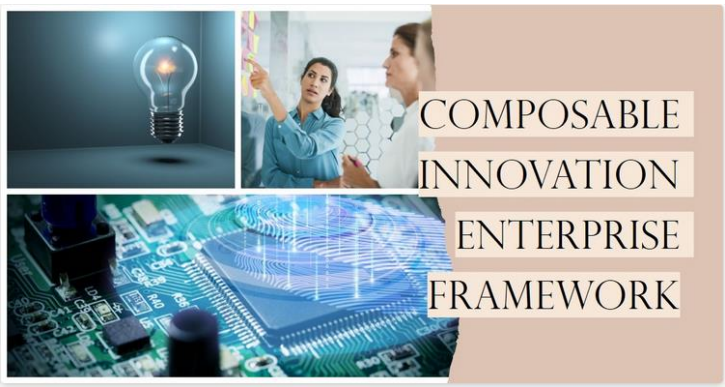
I am suggesting a radical rethink of how we set about innovation.

We need a comprehensive enterprise solution that 'carries' innovation across and outside the organization for seeking the best in concepts and ideas to final execution.

I believe this vertical and horizontal design thinking in applying innovation stack and building block approaches, all "housed" on a technology platform 'brings' innovation and its management process into a central and eventually core part of the organization's management of its business.; highly collaborative, adaptable, fluid, and modular to deal with complex challenges that require different thinking on a constantly evolving basis.

SUMMARY POSTS (August 2023

The building out of the Composable Innovation Enterprise Framework.



During May and June 2023, I worked through and concluded my thinking on why we needed to change our Innovation approach from far to often a linear one, and consider a new, more up-to-date, and dynamic solution for managing innovation, one that recognises the non-linear nature of so much of our undertakings today in innovation, from discovery to commercialisation.

I have called this the **Composable Innovation Enterprise Framework**– here is why and what went into this proposal that I feel should be adopted for managing innovation in the future.

As the investigation, validation, and viewpoints were built up over several posts, I felt summarising the series here gives you the appetite to delve into the posts themselves.

We need to shift our innovative thinking from static to dynamic.

We have been in very static, traditional approaches to innovation, very segmented and often insular, and as so often happens in innovation, it has complexities that seemingly grow and multiple changes, partly from what we discover in the development of new solutions but partly from far more rapid changes in the business landscape and our current innovation process often breaks down and limits the ability to manage this across the whole development to delivery lifecycle.

We need systems and processes that are flexible, adaptable, and can enable continuous improvements but are fully connected, transparent, and integrated across the entire business. We need to approach innovation differently through connected agility, have speed and automation more central, and provide roles for a great diverse set of participants.

A system that encourages forming strategic alliances, partnerships, and knowledge sharing to drive innovation and create shared value in open, thoughtful, and collaborative ways. This is where technology enables these connections and triggers different thinking in the quest for moving toward more extraordinary valuable solutions—the “connected” value of behaviours thinking ecosystems and operating on collaborative platforms.

This comes through the power of innovation ecosystem thinking, where highly collaborative environments and organisations can consistently leverage the collective intelligence of many, find and draw in a variety and diverse set of resources, both inside and outside the organisation, and access different expertise all working within the same ecosystem and platform configuration.

The principles of this **Composable Innovation Enterprise Framework** are the recognition and value of having a building block and innovation stack design. These blocks and stacks house the fundamental thinking through elements and capabilities required and enable the interconnected layers of process, technologies, and resources to leverage and support the innovation efforts from concept to commercialisation and beyond on sustainable approaches.

The shift to platform thinking gives the potential for scalable and flexible foundations for collaboration, integration, and value creation. The platform enables organisations to connect different stakeholders, leverage external resources and facilitate the exchange of ideas and solutions.

We need a radically different comprehensive innovation system solution.

Innovation design does need a comprehensive solution to address the complexities of modern innovation. You gain the ability to integrate the principles of dynamic thinking, ecosystem collaboration, building block, and innovation stack thinking in their approaches where technology plays an essential role, and the foundations of a platform design to enable organisations and the individuals involved to navigate challenges and seize the opportunities in a more robust and vigorous innovation management approach.

The Composable Innovation Enterprise framework aims to overcome the limitations of current traditional approaches to innovation (software) design. It focuses on collaboration, interconnectedness, and shared value creation within an innovation ecosystem. This encourages a significant shift in mindset, culture, and potential within software solutions. It allows organisations to dynamically assemble (and reassemble) and reconfigure their innovation processes and resources constantly to adapt to the knowledge and discovery of innovation as it reveals itself in new insights ad potential. The beauty is it scales, allows

scope, and encourages speed in knowledge exchanges and activities from its technology design.

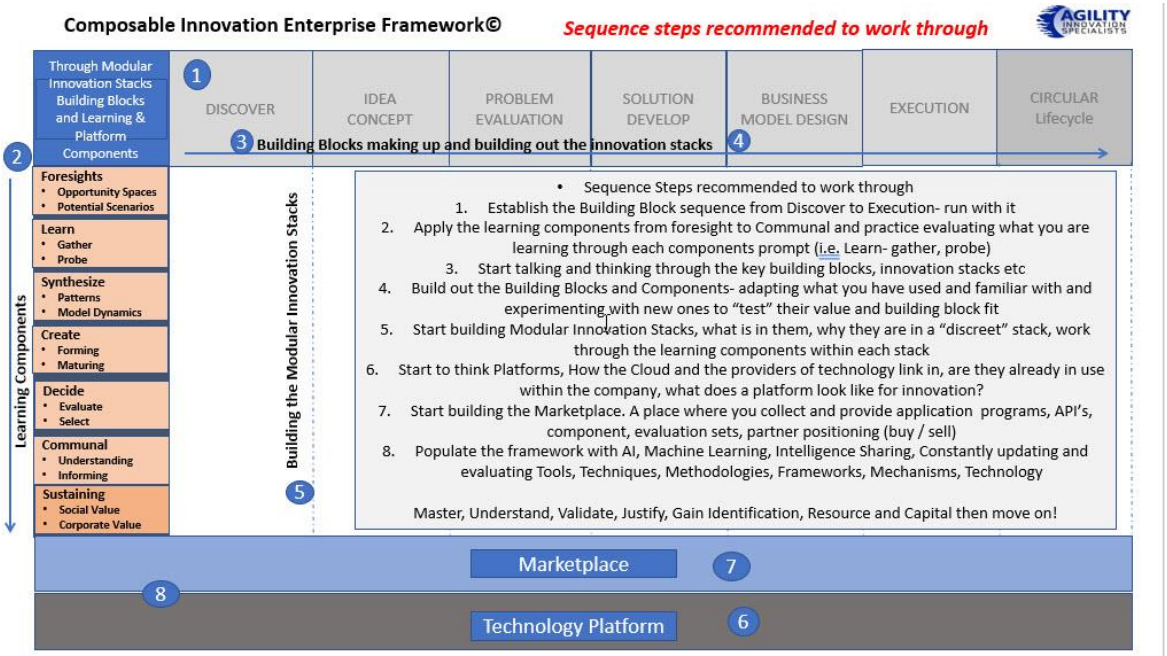
The build-up and validation in the Composable Innovation Enterprise Framework.

In my series of posts, I went through the approach and built up in this order towards the conclusion of recommending a Composable Innovation Enterprise Framework so it can be understood in the detailed exploration of this design:

1. **The need to change our thinking about innovation**: The initial post highlights the necessity of shifting our mindset towards innovation. It implies that traditional approaches may not be sufficient in today's rapidly evolving business landscape.
2. Th**e challenge faced by innovation software**: The post "Innovation Software, is it Facing the Innovators Dilemma?" raises concerns about whether existing innovation software can keep up with the changing needs of innovators. It suggests that innovative software might be facing a dilemma due to the pace of technological advancements.
3. **The future of innovation management software**: "Where will Innovation Management Software go?" explores the potential direction of innovation management software. It indicates a need for a more dynamic view of innovation, implying that future software solutions should be adaptable and flexible.
4. **The value of an Innovation Ecosystem**: "What value does an Innovation Ecosystem offer?" emphasises the importance of an innovation ecosystem. It suggests that collaboration, interconnectedness, and a holistic approach are vital for successful innovation.
5. **Embracing innovation**: "Are we EVER going to embrace innovation?" questions whether organisations are truly embracing innovation. This post implies that a shift in mindset and culture is necessary for organisations to leverage innovation's potential fully.
6. **The power of ecosystem thinking**: "The power of ecosystem thinking for resolving the innovation complexity of today" further explores the benefits of ecosystem thinking. It suggests that organisations can address the complexity associated with innovation by considering the larger ecosystem and its interdependencies.
7. **Understanding the innovation ecosystem**: "What makes the innovation ecosystem different?" delves deeper into the innovation ecosystem concept. It highlights the unique characteristics of an innovation ecosystem, such as the diverse participants, collaborative nature, and shared value creation.
8. **Recognising the building blocks of innovation**: "Recognising the Building Blocks of Innovation" focuses on identifying innovation's fundamental elements or building blocks. Understanding these building blocks is crucial for designing effective innovation strategies and processes.
9. **Building the innovation stack**: "Building the innovation stack" expands on the concept of building blocks and introduces the idea of an innovation stack. It implies that synergistically combining different building blocks can drive innovation success.
10. **Identifying key component relationships**: "Identifying key component relationships of Innovation Stacks and Building Blocks" emphasises the importance of recognising the relationships, connections and interactions between different components of an innovation stack. It suggests that understanding these relationships can optimise innovation outcomes.

11. **Gaining a different perspective on innovation:** "Gaining a Different Perspective on Innovation through Platforms, Blocks, and Stack Designs" proposes a new perspective on innovation by introducing platforms, blocks, and stack designs. It implies that these concepts can provide a fresh and comprehensive lens to approach innovation.
12. **The final perspective**: "The Final Perspective: A Composable Innovation Enterprise Framework", concludes by recommending a Composable Innovation Enterprise Framework. This framework integrates the concepts of platforms, blocks, and stack designs, allowing organisations to assemble and reconfigure their innovation processes and resources dynamically. It suggests that this framework offers a solution to the challenges and complexities of innovation management.

The final perspective proposes the Composable Innovation Enterprise Framework as a comprehensive approach to address the complexities of innovation management, and then I went into a new post-launch series.



The suggested sequence of implementing the Composable Innovation Enterprise Framework

POST LAUNCH I then took this final perspective and built it out as follows

Firstly my **summary of the Composable Innovation Series:** Building on the series where it introduces a novel approach to enterprise-level innovation management, advocating for a shift from traditional methods to a more flexible and adaptable framework. The concept revolves around breaking innovation into modular building blocks, enabling organisations to achieve greater agility and efficiency in their innovation efforts.

So building this out in this post-launch series of content summaries.

13. **Building Up to Composable Innovation:** This post explores the foundational elements of Composable Innovation, emphasising the concept of breaking innovation into smaller, modular building blocks. The flexibility and reusability of these components empower

organisations to adapt and experiment with various combinations, fostering practical innovation.

14. **Potential Returns of Composable Innovation:** This post examines the potential benefits of implementing Composable Innovation. It enables faster experimentation, reduced time-to-market, and increased efficiency in innovation efforts. Additionally, it highlights how this approach can enhance collaboration among different teams and stakeholders.

15. Implementing the Composable Innovation Framework: This post delves into practical considerations and challenges when integrating the Composable Innovation Framework within an organisation. It discusses identifying and creating the right innovation building blocks, establishing governance structures, and seamlessly integrating Composable Innovation into existing processes.

16. **Planning Composable Innovation Adoption:** Focused on the planning phase, this post explains how organisations can align their innovation strategies with Composable Innovation. It involves creating a roadmap for successful adoption, defining key success metrics, and setting implementation milestones.

17. **Visualising Composable Innovation:** The final post visually represents the Composable Innovation Enterprise Framework. This visual aid helps stakeholders grasp the overall structure, flow, and interconnectivity of the innovation building blocks, enabling them to explore potential combinations effectively.

Conclusions and Recommendations to You

Following this series of posts gives readers a comprehensive understanding of **Composable Innovation as an Enterprise Framework**. I hope it does lead to recognising its potential benefits and how to implement and visualise it within their organisations practically.

To bridge the gap and simplify the terminology, I highlighted how Composable Innovation draws inspiration from software development's modular nature. As software development relies on assembling reusable modules to create diverse applications, Composable Innovation involves assembling building blocks to create diverse and impactful innovation outcomes.

By framing it this way, the concept becomes more relatable and understandable, making it easier for stakeholders to grasp the benefits of Composable Innovation as an Enterprise Framework.

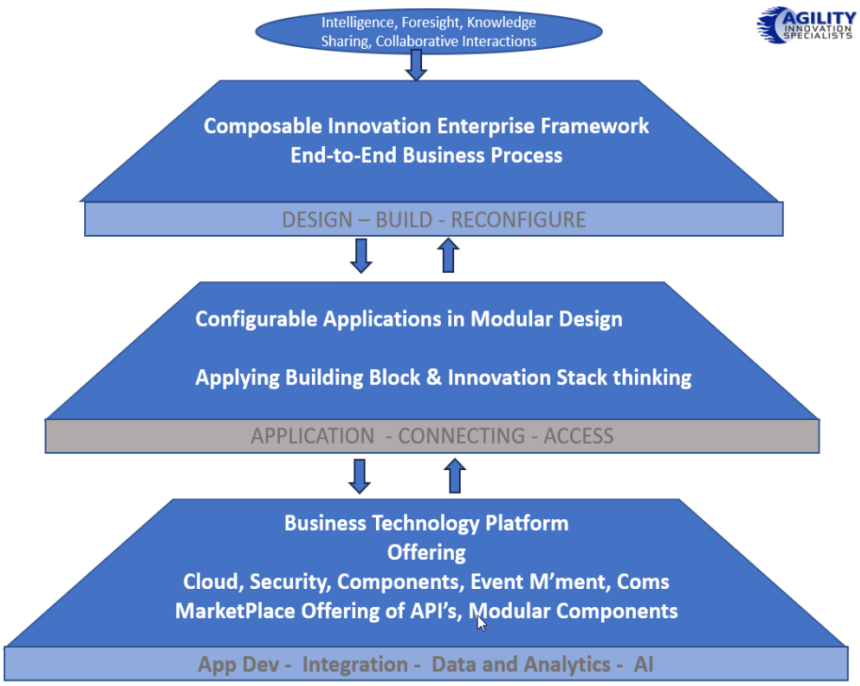
The emphasis is its ability to revolutionise traditional innovation practices by providing a dynamic, scalable, and agile approach. Using modular components allows organisations to experiment, learn from failures, and optimise their innovation efforts continuously.

Advocating a radical shift in our designing the way we manage Innovation

The Composable Innovation series advocates for a radical yet practical change in innovation management. Organisations can unlock their true innovation potential by adopting a Composable Innovation Enterprise Framework.

This approach enables adaptability, scalability, and continuous learning, propelling businesses to stay ahead in today's fast-paced and ever-changing market landscape. Embracing Composable Innovation is the key to future-proofing innovation efforts and driving sustainable growth in the digital age.

Recommending a Composable Innovation Enterprise Framework– its different solution layers.

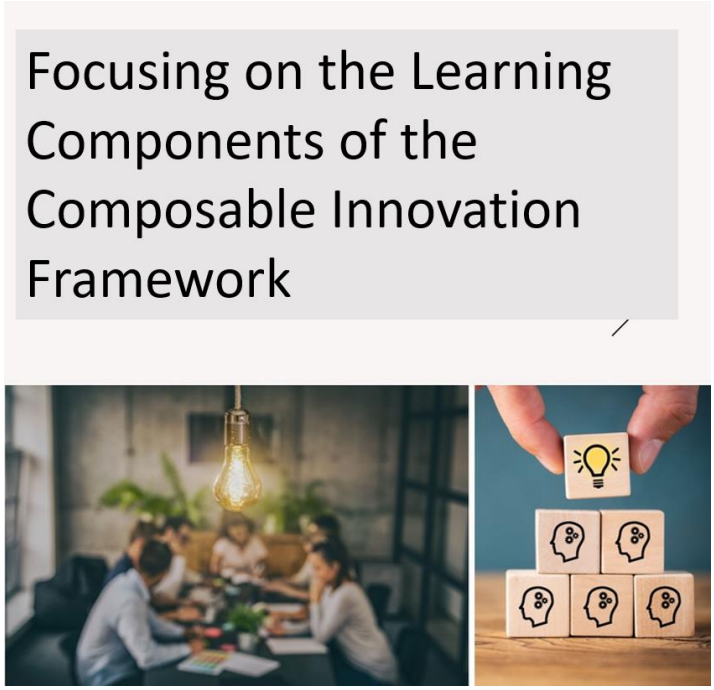


After this build-up, I trust you, as the reader as those empowered with making innovation work, will seriously consider this concept of recommending the adoption of the Composable Innovation Enterprise Framework. It aims to unlock the true innovation potential.

While this recommendation may initially appear radical and unfamiliar, hopefully, the logical progression in the posts brings the gaps and clarifies the needs and flow of logic.

I believe it becomes increasingly evident that a Composable Innovation Enterprise Framework can provide a radically new and more modern approach to driving successful and adaptive innovation in today's rapidly changing business landscape. Combining the technology solutions allows human ingenuity to finally connect, combine and emerge in better, more valuable, impactful and sustaining solutions to tackle the level of tough challenges and complexities we are presented with today.

Focusing on the Learning Components of the Composable Innovation Framework



Within the **Composable Innovation Enterprise Framework** lies the core, the different innovation stacks, and the learning components. Here, I want to briefly talk about the importance of the learning components that support the innovation design and especially the different innovation stacks.

The elements of the innovation stack are designed to support innovation's core tasks, including learning, absorbing, assessing knowledge management, creativity, design, experimentation, and testing. By modularizing these tasks and their interfaces, organizations can assess their innovation progress by having a complete innovation system available to them, designed on specific stack elements to address knowledge operation requirements in the stage of development to commercialization.

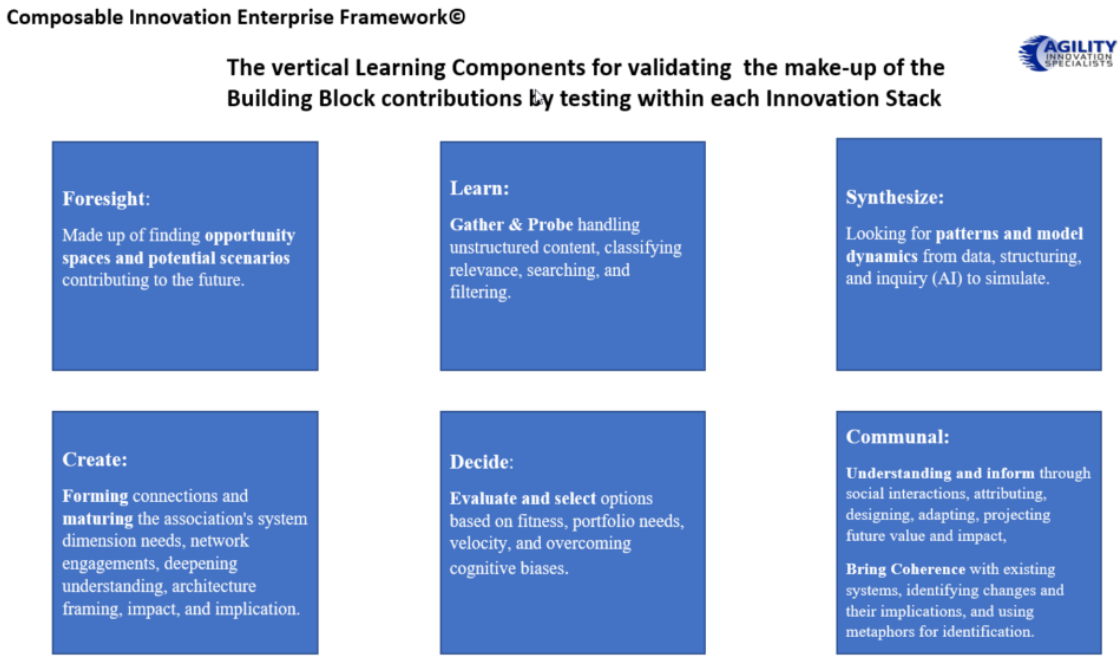
The Innovation Stacks are ready to support different steps in the innovation engagement process

Additionally, with the upgrade in technology and platform approach, we can support the rapidly emerging human-AI collaboration needed for each building block and component and provide a step-by-step validation.

Yet it is the sequence of how we learn that becomes vital to "feed" and build the innovation stacks.

The vertical learning components enable us to progress or return back a step or two to revalidate our assumptions. Learning is a constant, ongoing process that moves us through the complete innovation discovery to commercialization stages.

The Importance of the Learning Components and their Sequence



Understanding the flow of innovation enables your resources to build solutions that support your brand, vision, and purpose; you provide the operating system for taking innovation to its rightful place, at the core of your organization's thinking and mindset. We need to build our absorptive capacities into scalable learning.

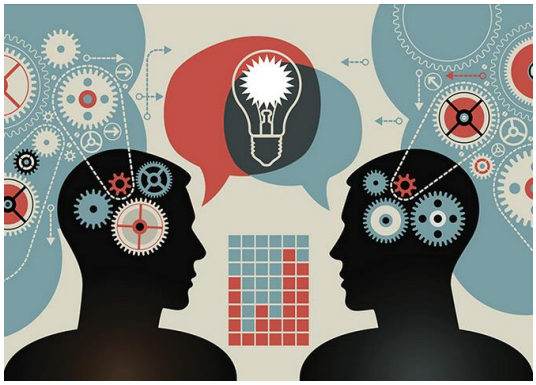
The learning component process involves the following elements to follow in thinking through innovation and they have a logical sequence of how we take what we have as an idea and investigate and explore it as it evolves.:

1. **Future Foresight**:
    - Made up of finding **opportunity spaces** and **potential scenarios**.
2. **Learn:**
    - **Gather & Probe** handling unstructured content, classifying relevance, searching, and filtering.
3. **Synthesize:**
    - Looking for **patterns and model dynamics** from data, structuring, and inquiry (AI) to simulate.
4. **Create:**
    - **Forming** connections and **maturing** the association's system dimension needs, network engagements, deepening understanding, architecture framing, impact, and implication.
5. **Decide**:

- **Evaluate and select** options based on fitness, portfolio needs, velocity, and overcoming cognitive biases.

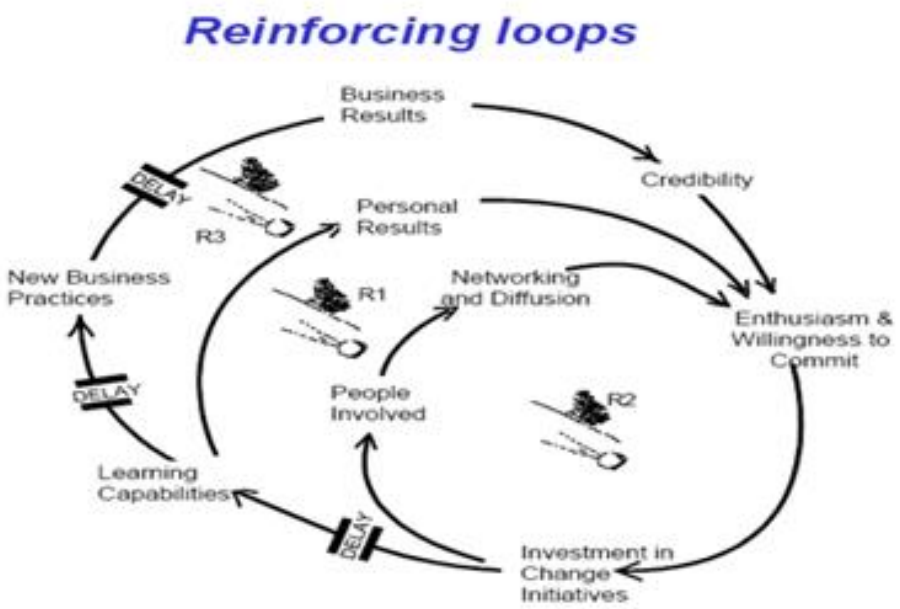
6. **Communal:**
    - **Understanding and informing** through social interactions, attributing, designing, adapting, projecting future value and impact, coherence with existing systems, identifying changes and their implications, and using metaphors for identification.

I plan to add another element of **Sustainability**, both social and corporate value, later as it should run through our innovation thinking throughout.



These learning components work through ***foresight***, then how we ***learn, synthesize, create, decide,*** and then set about to convince others of the value and benefits of this innovative concept, ***the communal "buy-in".***

As we move from one part of the innovation process, from stack to stack we should take the learnings gained, so they can continue to be built upon as we progress so they become *reinforcing loops*. that eventually combine involvement, new practices, and results that bring investment in change initiatives as central to the innovation validation.



To achieve any validation we need to capture the learning process. By having this deliberately established throughout the innovation process we give that critically important "system of record" similar to the ERP approach of ensuring data and work consistency, building integrity across the integrated solution, in this case, the **Composable Innovation Enterprise Framework** offering predefined integration scenarios with this system of record paradigm, captured on the technology platform chosen.

We need systems and processes that are flexible, adaptable, and can enable continuous improvements but are fully connected, transparent, and integrated across the entire business. We need to approach innovation differently through connected agility, have speed and automation more central, and provide roles for a great diverse set of participants.

A system that encourages forming strategic alliances, partnerships, and knowledge sharing to drive innovation and create shared value in open, thoughtful, and collaborative ways. This is where technology enables these connections and triggers different thinking in the quest for moving toward more extraordinary valuable solutions—the "connected" value of behaviors thinking ecosystems and operating on collaborative platforms.

A learning environment that connects innovation "all up".

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This booklet provides a comprehensive outline of the Composable Innovation Enterprise Framework

Reference site is www.paul4innovating.com

This is the intellectual propoerty and work of **Paul Hobcraft** in concieving, building and explaining the framework with support from OpenGPT Chat is my office assistant, helping to support, research nad confirm the different strnds of thinking, accelerating my return on the work undertaken.

**Permission to quote, apply and validate is required, more to help and advise.

Contact