

Achieve growth through effective innovation management

Innovation can be present in many different aspects, including **product, process, business model and organization**. All of them help to raise a company's profitability and competitiveness, as **higher innovation** in a company **leads to quicker profit generation**.

Innovation management system can be applied to all the phases of the innovation process: idea generation, leadership/management skills, cooperation with R&D partners, clients, suppliers and the innovation result.

Why is innovation management important for your company?

Companies with high growth typically have effective innovation management and it is evident in the idea generation process, efficient filtering of ideas, translation of ideas into practice, number of partnerships, effective project management and easier recognition of projects that lack potential.

This is why **companies with innovation management often bring new products to the market and generate profit quicker**.



How can Enterprise Europe Brussels help your company's innovation management?

Enterprise Europe Brussels, with funding from the European Commission and support from **impulse.brussels**, has a program consisting of **customized workshops where selected Brussels-based SMEs are assisted by our experts in their innovation management**.



Business Support on Your Doorstep

The program involves:

1. Assessment of current innovation

An initial diagnosis of the current innovation management of your company will be performed. This is an initial step in order to identify the strengths and weaknesses of your company's innovation management and set up an Action Plan that would work best with your condition.

2. Action Plan

Once the Action Plan is created, presented and approved by the management of your company, it is the most important part: the implementation. Depending on the actions decided, you will work alongside the innovation experts from impulse.brussels for the necessary amount of time (between 2-8 days).

Workshops will also be conducted by our experts to support your innovation management, including topics such as: innovation strategy, strategic partnerships, design-driven innovation, problem-solving skills, idea management and definition of innovation-related KPIs.