

2017 Strategic Technology & Innovation Management Programme

Value pathway from innovation to the firm value

Contact: Valerie Lynch

Valerie.Lynch@andtr.com, +44 (0) 1992 814655

Identification and quantification of value

Increasingly companies are looking for indicators they can use to measure value arising through company activities. Measures that are in addition to those captured through sales figures. Difficulties in identifying what to measure, how to measure and the robustness of measures have been recognised and these issues have been the subject of previous work. A process for addressing the problem has been developed and this project aims:

- To identify value created during work undertaken.
- To link value from innovation and operation to company performance.
- Construct pathways as a means of communicating values recognised.

Expected deliverables

An author report on the workshop outcomes and the method/tools developed will be available at the end of the project. The report is expected to focus on the findings for company engagement with recommendations and guidelines on methods and process. .

Engagement opportunities

- In-house workshops/case studies using the developed process are offered. The aim is to help companies to identify values created either retrospectively or actively. The workshops can be tailored to the requirements of the company context.
- Multi-company workshop on value and the methods to identify and communicate value will be undertaken during the program. This will allow companies to compare processes they have trialled and gain ideas on new ways of addressing problems.

Approach

The issue will be approached from a whole company perspective from innovation to the firm value. How the value is created during innovation is communicated and exploited during operation and then how this is represented within the firm value will focus the work.

