

RTM Innovation Framework

Sigma Rose makes extensive use of our proprietary **RTM Innovation Framework** to help you deliver results that matter. It is fully adaptable and will leverage your existing business systems where that makes sense.

Although discussed linearly, this framework is inherently iterative both as a whole and within each of the key focus areas depicted below (and discussed overleaf). We recognise that your journey will normally require a learning and adaptive approach. Whilst this is central to our execution model, we believe it is equally important to have both a destination and a map to guide us. This framework is our map.

“ Innovation is not invention. Innovation is any change that adds value. At innovation's heart lies the integration of people, things and ideas. ”



If you'd like us to help you tame complexity, reduce risk and connect the dots among your current or future innovation initiatives then why not drop us a line at info@sigmarose.com or simply give us a call...

 **Sigma Rose**
simply getting you there

www.sigmarose.com

 1300 934 640

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Orientate – Before starting out it is important to get clear where you are, what you want and why you want it. This step helps you define the game, the arena and the win. The primary outcome will be to emerge with clarity of purpose and a shared understanding of why it is important.

Envision – Next you need to paint a picture of the future – to enunciate the vision and communicate it effectively. Consider what is on the table, what has gone before and what might be possible. Your blueprint of the future will drive what follows and must be shaped in the context of the previous step to ensure that it aligns with what is desirable, viable and feasible.

Reframe – Now you need to converge on a solution, understand the journey and develop an actionable plan. Not everything will be possible. Exploiting both Design and Systems Thinking paradigms, the emergent solution will drive the plan and the plan, together with your capability, will constrain the solution. The effective management of uncertainties will also take shape here.

Establish – Set yourself up for success. Your execution is reliant on the people, infrastructure and systems that you devote to it and these must be aligned with and supportive of the journey ahead. By understanding the key principles underlying human behaviour you can shape your environment and approach to maximise engagement and effectiveness.

Deliver – This is where 'the rubber hits the road'. Capabilities (products and services) are developed, verified, validated and delivered. It is necessarily an iterative process of intense focus, engagement, learning and adaptation. Fortunately, there are many proven tools and techniques available to help you make this a relatively painless next step.

Evolve – Delivering a new capability is only the beginning. Here the focus turns to what must happen to ensure that your anticipated benefits come to fruition. Much will need to be implemented in parallel with earlier steps to deliver an effective transition. It will be necessary to review the supporting ecosystem together with the chosen deployment methods through the lens of key behavioural drivers to ensure buy-in, take-up and successful evolution.

Sustain – The final step is one that falls outside the circle but remains core nonetheless. Once the evolution is complete you will be in a position go around the framework again; but beware. It is important to ensure that those 'hard-won' gains are retained. This step considers reinforcement through performance monitoring, reward and ongoing support. Make it stick. Make it part of your DNA.



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