

innovate

"IDEAS
SUCCESSFULLY
APPLIED"



Enabling Business Innovation : a leadership challenge for the IT Function

How do organisations take advantage of existing and new technologies to enable innovation in products, services, ways of working and ways of connecting with customers or suppliers? To help answer this question, we're exploring how IT is changing the ways organisations approach business innovation.

Our research project has an overall aim of developing the strategic contribution of IT and the role of the CIO.

The specific aims of the research project are to:

- Identify and learn from the best examples of business innovation enabled by IT.
- Identify and share practices that enable successful innovation.
- Explore how the CIO and IT function can contribute to business innovation, enabled by IT.

Research Partner, Lead & Transform delivers educational leadership programmes for senior and emerging leaders in the IT professions.

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LEAD & TRANSFORM
People-led innovation enabled by IT.

Durham Business School provides thought leadership and executive education in IT-enabled business transformation as part of all its core teaching programmes and is the lead research body in this project.

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<http://www.dur.ac.uk/dbs/faculty/projects/innovationstudio/stories/>



Durham
Business School

Scope	drivers	culture	IT
<p>We want to find out and tell the 'stories' of business innovation and present them in a way that others can learn from.</p> <p>We're interviewing CIOs and business leaders, exploring specific examples of innovation and the practices that help or hinder. Where possible, we'll also interview wider project team members to deepen the learning.</p> <p>Here are some of the questions we want to find answers to:</p>	<p>1 What business conditions stimulate innovation?</p> <p>4 What's the role of the CIO and IT leaders in driving innovation?</p> <p>7 How are innovation priorities set alongside business as usual?</p>	<p>2 What types of organisational cultures embrace innovation?</p> <p>5 What type of leadership enables innovative practices?</p> <p>8 What are the barriers and blockers to innovation & how are they overcome?</p>	<p>3 What type of technologies enable innovation?</p> <p>6 How is technology used to engage wide participation?</p> <p>9 What business benefits can be achieved through IT-enabled innovation?</p>

Context

Information Technology (IT) is continuing to evolve rapidly and creates new opportunities for organisations to realise value from new products, services and ways of working.

IT can contribute to business innovation in many ways: new products and services; new ways of connecting with customers and suppliers; and new ways of working. IT is also changing the way organisations innovate.

Questions about the value of IT investment, and the contribution to business performance, have been replaced with emerging evidence that leaders in the exploitation of IT are pulling ahead of their competitors.

We want to test out some key concepts with you, the leaders of IT-enabled business innovation in all its forms:

"I really think that the way companies implement business processes, organisational change, & IT-driven innovation, is what differentiates the leaders from the laggards."

Erik Brynjolfsson. MIT Sloan Management Review, Spring 2010

The research will involve a series of interviews and case studies with individuals and organisations. We hope you can get involved by sharing your own learning and, in turn, bringing new insight into your own business practice.

Interviews can be arranged at your convenience and will take no more than 1.5 hours of your time.

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Confidentiality:

We'll agree appropriate levels of disclosure and acknowledgement individual and organisational contributors to the research.

Every participating organisation will receive a copy of the summary findings when they finalised in late 2011.