

Overcoming the Hurdles of the Idea Management System

Most enterprises do a respectable job of handling new ideas, but we sometimes encounter an organization with no formal, structured idea management system. Often, ideas are not generated systematically, with well-designed frames, filters, and team participation, nor are they consistently scored, selected, prioritized, or collected in one central library.

The lack of a systematic approach can result in a variety of unproductive outcomes. Table 4.1 lists some of the common issues we have experienced with idea management systems. As we have encountered these, we have established ways to address them with ExPD, as summarized in the right column of Table 4.1. The following description of the Ideas & Selection segment shows how these methods can overcome the common hurdles in the idea management system.

Table 4.1. How ExPD Addresses Common Idea Management Issues

Idea Management Issues	ExPD Methods to Address the Issue
Gaps in the supply of ideas that fit strategic needs and opportunities	Product Roadmaps Ideation Engine
Revisiting the same ideas multiple times	Idea Library
Losing valuable ideas and preparatory work, with the potential loss of intellectual property	Idea Library
Placing too many ideas without enough resources into the product development process	Prioritization Valve (PV1)