

## Our Innovation Flywheel

Our Innovation Flywheel shows the simple five step approach that underpins innovation and improvement in Morgan Sindall Infrastructure. It can be used to solve problems in any situation and can be deployed in an hour or over a much longer period depending on the scale of the problem or the time available to find a solution. The rigour it brings ensures we understand the problem we are trying to solve and are much more creative by quickly generating better ideas. These ideas can then be challenged, processed and structured into a solution. We must resist the temptation to jump straight to action.



### Absorption

This is the beginning of the process. In *Absorption* we must be clear what the challenge is that we are to be innovative about and we must also be sure we fully immerse ourselves in it. Do we know who else has already worked on this or a similar challenge? What have they learned? What would the results be if we solved this challenge? Who would benefit?

When does this challenge need to be solved? We write the challenge out clearly and add any useful information in a clear and compelling way including any data, images or video that may bring the challenge to life.



### Explosion

Once we have prepared our minds by absorbing all the information about the challenge we can then have more and better ideas. The *Explosion* phase is all about divergent thinking. The best way to have good ideas is to have lots of ideas. So in the explosion phase we use a range of thinking tools that give us divergence and fresh thinking. Here we work either on our own or with groups from inside and outside our organisation to optimise and maximise the amount of fresh new ideas we can create.



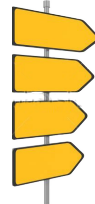
### Consolidation

Once we have a proliferation of ideas it is critical to select the right ones to meet the objectives set out in our challenge. There are a number of specific tools to enable us to filter the ideas down to the ones we agree will best meet our success criteria. We don't want to kill off good ideas too early but we also don't want to invest time developing ideas that are impractical. We are looking for quality.



### Action

Once we have collated ideas we feel best deliver our challenge we must create an action plan to ensure we develop them into solutions. At this stage we may need to invest in some research and development perhaps with partners and test and trial the innovation with users or customers for example. We must resource and monitor our plan appropriately.



### Capitalisation

Finally we evaluate the impact and report on the results of the innovation. Did it make something safer, better, faster, cheaper – did we find the 'ers'?? How do we share it with others who may benefit?



### Incubation at all stages

Our subconscious minds are better at creative thinking than our busy conscious minds so we encourage and enable people to take time out. Once people have absorbed the challenge and exploded their thinking, then time to reflect yields further ideas. When we allow incubation, whilst walking or otherwise engaged new ideas often pop into our heads when we least expect it.

This model is iterative because once we have created an innovation and measured it we must go back to challenging this – as it has become the new status quo! We take this new innovation and challenge it and start again with...



### Absorption...

Get in touch to find out more about our people-led innovation approach: [innovation@morgansindall.com](mailto:innovation@morgansindall.com)