

An aerial photograph of an industrial facility, likely a refinery or chemical plant. The image shows a dense arrangement of large, cylindrical storage tanks, some with white tops and others with blue or grey tops. A network of pipes and walkways connects the tanks. In the upper right, there is a large, rectangular building with a corrugated metal roof. The facility is situated near a body of water, with a rocky shoreline and some greenery visible in the lower portion of the image. A dark grey rectangular box with a white border is overlaid on the right side of the image, containing the text.

6 AREAS OF FOCUS TO ACHIEVE REAL INNOVATION IN MANUFACTURING

Courtesy: Adam Robinson



6 Areas of Focus to achieve real Innovation in Manufacturing

4. Develop Talent and Ability to innovate



- While a company is working on implementing a culture of innovation, it is also vital to focus on the development of talent and skills to give employees the ability to innovate.
- The report Talent is Key to Future of Manufacturing Industry indicates that the ability to innovate is the capacity for developing creative ideas.
- The report continues to stress that delivering innovative products and services to global markets will be the capabilities most coveted by countries and companies.
- In this new manufacturing paradigm of real innovation in manufacturing, companies need to understand that there are certain competencies in Scientists, Engineers, Technology Managers, Technicians, and skilled trades associated with the manufacturing of certain advanced products.
- If manufacturers and countries lose those competencies it can affect the overall competitiveness of the nations.

6 Areas of Focus to achieve real Innovation in Manufacturing

5. Design and build new growth factory



- To systematize innovation and growth in a manufacturing company, it is necessary to create the right organizational structure for Design and Build New-Growth Factories.
- This includes large new-business creation groups, focused project teams, and entrepreneurial guides who help teams rapidly prototype and test new products and business models in the market.
- The teams follow a step-by-step business development manual and use specialized project and portfolio management tools.
- The Connect and Develop innovation model has a clear sense of consumers' needs.
- A manufacturer could identify promising ideas throughout the world and apply their own R&D, manufacturing, marketing, and purchasing capabilities to them to create better and cheaper products, faster.

6 Areas of Focus to achieve real Innovation in Manufacturing

6. Collaboration



- To spur innovation, manufacturers are taking a serious look at collaboration. Innovation is not going to happen in isolation.
- It is necessary to engage in collaborative arrangements with suppliers, customers and partner companies. Manufacturers will work with customers for customized product development and with suppliers for product design.
- The companies that want to achieve real innovation in manufacturing must, on the one hand, transform their operations through an innovation culture so that they may build a New-Growth Factory.
- In this way, manufacturers will dramatically increase their productivity (operational + resource), and stay within continuous improvement.
- In the future, the smart companies will have to use their talent procurement and management efforts to optimize all their resources, while at the same time rethinking their business models to capture the value residing in resource ownership.