

Announcement: Pending Paper

A Detailed Guide to Implementing and Managing the

Idea Generation & Idea Management Processes Announced June 28, 2009

By Dr. Brian Glassman

**“Thomas Edison would have laughed at how poorly today’s companies manage idea generation”
Brian Glassman**

Short Story: Thomas Edison founder of General Electric was the first true inventor of the R&D lab. So I figured he was a worthy place to start my research on idea generation. I dove into references about his company and saw how he invented and marketed their products. He was an interesting character indeed. Next I marched upwards in time toward the current days’ practices and research in idea generation. One would imagine that we evolved much since these humble beginnings in the 1900s, but the statistics tell a different tale. My academic survey sample of mid-to-large cap companies showed that the majority placed very little management attention on their idea generation process, resulting in haphazard and poor ideas. Somewhere in the mix Thomas Edison’s lessons were lost, and if he was alive today he would have laughed at the poor state of these processes. I could imagine him zestfully saying ‘If something is important to you, then manage it!’ So, are you managing your idea generation process?

Description of the Pending Paper

Understanding how the idea generation and idea management processes should be theoretically structured, and implementing these processes in a company are two very different things. My 350 page Dissertation on these subjects ([available here](#)) provides the academic and structural views of these processes; however, to better aid busy innovation practitioners and consultants alike, I have decided to write an action based guide to implementing and managing these processes so one can better generate and capture ideas for new products & services. As well, this document can be circulated inside your company as a training tool to bring other managers & employees quickly upto speed on the best current knowledge of these subjects.

The pending document will describe in detail how to structure the idea generation process, how to control & manage this process, and how to refine this process to obtain the desired ideas. Additionally, because every company requires different types of ideas this document will contain a detailed list of the many different idea generation techniques, activities, & processes so one can select the most appropriate for their needs.

The second part of this document will show in detail how to structure the idea management process, how to control & manage this process, and how to refine this process to make it as effective as possible at capturing, storing, categorizing, and diffusing ideas.

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