

IBTECHAR GUIDES

LAYING THE GROUNDWORK FOR INNOVATION



For over a decade, Ibtechar has worked with organisations of all sizes and across diverse sectors, guiding them on their unique innovation journeys.

From our initial conversations with many of our current clients, we understand that often, organisations want to understand the road ahead before engaging with an innovation partner and take independent actions to prepare internally, laying the groundwork for future changes.

Based on these early-stage discussions, we've developed this guide to help any organisation at the beginning of its innovation journey assess its current state, plan effectively, and prepare for future success.

We look at five key stages of the process, from early-stage thinking to the first building blocks of an innovation culture, and provide advice based on our expertise and experience, as well as prompts to guide your thinking, including:

- Key questions to ask yourself as you prepare to embrace innovation
- Suggested actions or first steps you can take to start the process
- Useful resources that offer deeper insights into innovation culture

01 At the starting line

Before embarking on any significant change, it's essential to assess your organisation's current innovation capabilities — identifying existing strengths to leverage and weaknesses to address.



Taking the time to understand where you're starting from is crucial for tailoring your innovation strategy and ensuring successful implementation — from the level of leadership support for innovation to the level of employee engagement in innovation activities. Think about what innovation means to you, and what you're already doing to support it.







Evaluate your organisation's culture and how open it is to innovation. Does it encourage risk-taking, experimentation, and learning from failures? Or is it more risk-averse, prioritising stability and established procedures? Making a thorough assessment helps to identify areas for improvement — and provides a baseline against which to measure future progress as you begin your innovation journey.



Review the available resources, both human and financial, that can be dedicated to innovation-related initiatives. Could you assign dedicated innovation teams or individuals? Is there a budget allocated for innovation projects? It's important to have a realistic view of what's operationally possible, so you can prioritise the most impactful changes.

KEY — QUESTIONS

 What does innovation mean to us ?	 How can it benefit our organisation ?
 What are our current innovation efforts and metrics, if any ?	 How do we define success in innovation ?

Suggested actions



Run **workshops** to define innovation and its relevance to your organisation.



Conduct an **internal audit** of innovation resources and processes.



Research successful innovation examples in your industry.



Survey **employees** on their perception of the organisation's innovation culture.

Useful resource

[? Understanding innovation — 7 common questions answered](#)

02 Building an innovation mindset

Cultivating an innovation mindset requires a fundamental shift in organisational culture — creating an environment that embraces creativity, experimentation, and continuous learning.





A culture that values and rewards innovation is the bedrock for success — so organisations need to encourage employees at all levels to challenge the status quo, propose new ideas, and view failures not as setbacks but as valuable learning opportunities.

Promote a growth mindset within your organisation, where individuals are encouraged to embrace challenges, learn from their mistakes, and continuously seek improvement. Regularly communicate the importance of innovation and its role in achieving organisational goals.

This isn't just about what you say, however, it's about what you do. Offer practical support for your teams through training programmes, workshops, and mentorship opportunities. Share success stories, highlight individual contributions, and celebrate both big wins and small improvements.

By demonstrating that innovative thinking is central to the organisation's goals and objectives, you can empower employees to become active participants in the innovation process.

KEY — QUESTIONS

 How can we encourage a culture of experimentation ?	 How do we handle failures, setbacks or surprises ?
 How do we recognise and reward innovation ?	 How can we promote continuous learning ?

Suggested actions



Implement **training programmes** on design thinking and problem-solving.



Establish platforms for **idea sharing** and feedback.



Celebrate successes and objectively analyse failures.



Implement an **innovation rewards** programme.

Useful resource

[? Why we need a more holistic approach to innovation.](#)

03 Empowering employees

Equipping your team with the necessary skills, knowledge, and resources is crucial for driving innovation.





Empowered employees are more likely to generate innovative ideas and contribute actively to the innovation process, so it's vital to get their buy-in. It's down to leadership to ensure that employees across the organisation understand the methodologies, tools, and technologies you're working with — and that they have access to relevant information, data, and subject matter experts.

Consider investing in training programmes such as design thinking, agile methodologies, data analysis, and creative problem-solving. These programmes can be tailored to different roles and levels of experience within the organisation.

Create a supportive infrastructure that facilitates innovation. This might include dedicated innovation labs, online collaboration platforms, access to prototyping tools, and funding mechanisms for pilot projects.

By providing targeted training and support, you ensure that employees have the skills they need to contribute effectively, but more importantly, that they feel recognised and valued as an integral part of the operation, building motivation and engagement.

KEY — QUESTIONS

 What skills and knowledge do our employees need ?	 What tools and resources can we provide ?
 How can we facilitate knowledge sharing ?	 What infrastructure would best support our innovation efforts ?

Suggested actions



Offer **workshops** on agile methodologies and data analysis.



Create an internal **knowledge base**.



Establish **mentorship** programmes.



Invest in **innovation labs** and prototyping tools.

Useful resource

[\[?\] Insights from Einas Mohamed, Innovation Consultant](#)

04 Fostering collaboration





Innovation thrives in collaborative environments where diverse perspectives converge. Encourage cross-functional teamwork, knowledge sharing, and open communication.

Break down silos and create opportunities for individuals from different departments and backgrounds to work together on innovation challenges. By leveraging the collective intelligence of your workforce, you can generate a wider range of ideas and solutions.

To facilitate this, look at implementing assistive tools and processes — project management software, brainstorming sessions, and regular cross-functional meetings. Effective and consistent communication and knowledge sharing are essential for ensuring that everyone is on the same page and that ideas are effectively communicated and developed.

Consider partnering with external organisations, such as universities, research institutions, or startups, to access new knowledge, technologies, and perspectives. Open innovation can significantly accelerate the innovation process and bring fresh insights to your organisation.

KEY ——— QUESTIONS

 How can we improve cross-functional collaboration ?	 How can we facilitate knowledge sharing across teams ?
 How can we create a more open and inclusive environment ?	 How can we leverage external partnerships for innovation ?

Suggested actions



Establish cross-functional **innovation teams**.



Organise regular **brainstorming** or **ideation** sessions.



Implement **collaborative** project management tools.



Explore opportunities for **innovation partnerships**.

Useful resource

[? Lessons for leadership: building a sustainable innovation culture](#)

05 Embedding innovation

To ensure that innovation becomes a sustainable and ongoing practice, it must be integrated into your organisation's core processes and decision-making frameworks.

Establish clear metrics to track progress, measure the impact of innovation initiatives, and demonstrate the return on investment in innovation. Regular monitoring and evaluation are essential for continuous improvement and for ensuring that innovation efforts remain aligned with strategic objectives.

Develop a structured process for capturing, evaluating, and prioritising innovative ideas. This might involve implementing an online suggestion box, organising regular innovation challenges, or establishing dedicated innovation committees. A clear process ensures that all ideas are considered and that the most promising ones are selected for further development.

Communicate your innovation successes and learnings throughout the organisation. Sharing success stories can inspire others and create a sense of momentum around innovation. Documenting lessons learned from both successes and failures can help to avoid repeating mistakes and improve future innovation efforts.

KEY — QUESTIONS



How will we measure the success of our innovation efforts ?



How can we integrate innovation into our daily operations ?



How can we capture, evaluate, and execute innovative ideas effectively ?



How can we ensure long-term sustainability ?

Suggested actions



Develop **key performance indicators** for innovation.



Implement a process for **evaluating** and **prioritising** ideas.



Establish an innovation **steering committee**.



Create a platform for **sharing innovation success** stories and lessons learned.

Useful resource

[White paper: Grassrooting Innovation in Qatar](#)


Partnering for innovation success


Building a robust and sustainable innovation culture requires dedicated and sustained effort. Ibtechar can support your organisation throughout this journey, providing expertise, resources, and tailored solutions to accelerate your innovation efforts.

Enabling innovation means pairing creative ideation with practical application. Both are vital for success. That's the balance we strike at Ibtechar. Our focus is turning vision into action — reimagining projects, strategies, events and products to create new solutions and ways of working.

From strategic consultancy to hands-on workshops and project support, we equip you with the tools and insights needed to turn innovation into action — enabling sustainable growth and building a competitive edge.

If you're ready to take the next step in your innovation journey, connect with our team to discuss your needs and discover tailored solutions.

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