

Stage 3: Define



Document owner: Eilis Skelly

Document version: v1

Issue date: 07/08/24

Stage 3: Define

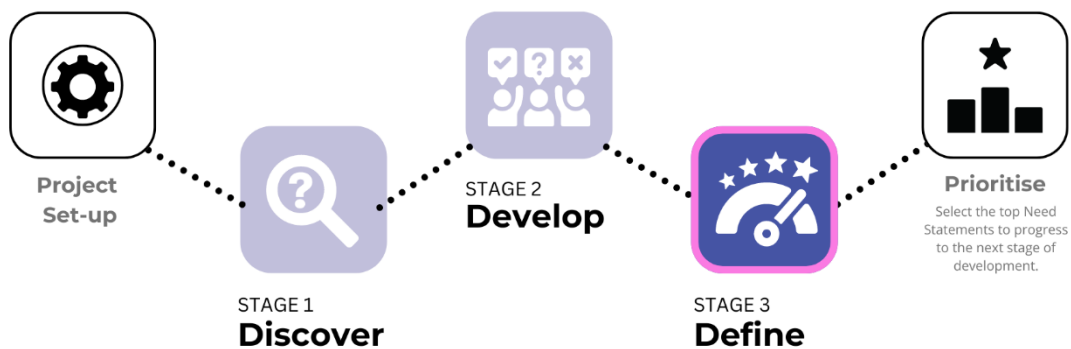
Overview

'Define' is stage 3 of the Evidence-Based Needs (EBN) Process. This stage is focused on ensuring that the prioritised Need Statements which have been selected to progress are aligned with the organisation's requirements.

Note: This stage should be undertaken with Decision Makers within your organisation.

EBNLab

The Process



Stage 3 of the EBNLab Process

Innovation vision (5.1.3) and strategy (5.1.4) link directly with the 'realisation of value', one of the eight principles of Innovation Management (ISO 56002). Stage 3 of the EBN Process is focussed on ensuring that prioritised Innovation opportunities are aligned with the organisation's strategic goals and objectives to ensure they contribute to long-term success. Strategic Alignment Criteria is set by the organisation at the outset of the project.

The three steps of 'Stage 3: Define' are outlined below.

1. View Need Statements

The starting point for stage 3 of the EBN Process is a review of the Need Statements that have progressed to this stage. Where required, this provides the opportunity to edit your Need Statements, refine your Confidence Score and add Evidence. Once you're happy that your Need Statements are ready to be assessed against your organisation's Strategic Alignment (SA) Criteria, you can move to the next step.

2. Assess Need Statements against SA (Strategic Alignment) Criteria

Each organisation sets Strategic Alignment Criteria at the outset of the project. This Strategic Alignment Criteria is fixed (across the project) to provide consistency in how Need Statements are assessed.

All Need Statements that progress to Stage 3 are then assessed against the organisation's Strategic Alignment (SA) Criteria. This activity is undertaken with key Decision Makers within your organisation.

The assessment of each Need Statement against the SA criteria provides an overall SA Score. This enables the Innovation Champion and key Decision Makers to compare and contrast the Need Statements at the 'Prioritise' step.

3. Prioritise Need Statements

In step 3, the Need Statements can be reviewed and assessed based on their [Opportunity Score](#), [SA Score](#) and overall [EBN Score](#). 'Measurement and Metrics' is one of the eight Innovation Management Principles (ISO 56002). Data captured as part of Stage 3 forms part of the process of measuring innovation efforts and managing the organisation's innovation portfolio – with a focus on continuous improvement and delivering value.

The data presented in Stage 3, supports the Decision Makers in making an informed decision on which Need Statements to prioritise for further research and development. The Evidence-Based Need Statements which are prioritised in Stage 3 are those in which the Decision Makers have the greatest confidence in succeeding.

Note:

- In Stage 3, the 'Prioritised' Need Statements that have progressed through the 3 stage EBN Process can be downloaded in a report format.
- Need Statements in Stage 3 can be reviewed as part of a balanced innovation portfolio.