



The Innovation Challenge Awards Programme - TICA

“Inspiration for Innovation”

Developing a culture for the growth of ideas



Designed by Terry Houlihan, Managing Director, TDI International

Why Encourage Innovation?

“Innovation, the exploitation of new ideas, is absolutely essential to safeguard and deliver high quality jobs, successful businesses, better products and services for our customers, and new, more environmentally friendly processes.”

(Prime Minister Tony Blair, 2004)

“Ideas are the fuel for the engine that drives successful businesses – world wide”

(Terry Houlihan, Managing Director TDI 2004)

Innovation is “the implementation of ideas”

- ✓ The Innovation Challenge Awards programme (TICA) assists organisations, world wide, to develop a ‘culture for the growth of ideas’.
- ✓ This culture will enable your organisation to encourage each one of your staff, and occasionally your guests, to contribute their ideas for improvements in customer service.
- ✓ The aim is to continuously encourage innovation in order to maintain, and increase , your market share in the highly competitive international market.

Objectives of TICA programme

- ✓ To obtain more ideas from the whole staff team for improving the performance of the organisation.
- ✓ To increase the contribution made by each member of staff, and teams, to the quality and quantity of services to customers and staff.
- ✓ To enable management to construct a system to recognise, develop, select and implement ideas.
- ✓ To enhance the ability of leaders and managers to guide individuals and teams.

TICA Values

To be successful in meeting the challenge organisations and their people must believe in G.R.O.W.T.H

- ✓ Growth
- ✓ Right Conditions
- ✓ Originality
- ✓ Working with others
- ✓ Trust
- ✓ Harvest

Want to grow
Provide support
Ownership of idea
Team support
Recognition
Implementation &
Evaluation

TICA - What is the challenge?

- ✓ Managers/Team Leaders will have received their **Innovation Guide** development programme certificate from ILM.
- ✓ At least 51% of the staff will have achieved an **Innovator Award**
- ✓ At least one **Innovation Team Award** will have been presented with the **Innovation Leader Award** for the team leader
- ✓ The organisation will have been presented with the **Innovation Centre Award**

TICA – The Awards

✓ **The Innovator Award**

For each member of staff whose idea that is implemented.

✓ **The Innovation Team Award**

For a team in which all team members have achieved their Innovator Award.

✓ **The Innovation Leader Award**

For the leader of the team that achieves the Innovation Team Award.

✓ **The Innovation Centre Award**

Presented to the organisation when 51% of their staff have received their Innovator Award.

Contents of the TICA Programme

- ✓ The aim of TICA is to **inspire** all your staff to contribute their ideas and so create a lasting culture for the growth of ideas.
- ✓ The programme starts with an Innovation Masterclass to facilitate a company wide **approach** to innovation.
- ✓ The approach is **deployed** by an Innovation Co-ordinator working with Innovation Guides who have completed their ILM Innovation Guide development programme.
- ✓ Consultancy **support** is then available throughout the year and includes TICA awards to recognise and inspire innovation.

The ILM Innovation Guide development programme

✓ The Innovation Guide development programme is certificated by ILM as it is a registered as development programme for leadership and management.



✓ The TDI Innovation Masterclass covers part 1 of this development programme. Part 2 is available in an e-learning programme through Skillwise UK Ltd.

✓ To achieve certification each manager/leader must complete both part 1 & 2 of the ILM development programme

Benefits for your Organisation

- ✓ Quality and Quantity of services available to your customers, and staff, will increase.
- ✓ Competitiveness will improve.
- ✓ Motivation and retention of staff will increase.
- ✓ Staff at all levels will be more receptive to new ideas.
- ✓ Managers/leaders will have developed their ability to contribute to improved performance.

Benefits for your staff

- ✓ Recognition by the organisation for their idea – GMs letter and the presentation of their Innovator Award.
- ✓ Enhanced ability to contribute to improved quality and quantity of services to customers and staff.
- ✓ More commitment and insight to the organisation, their team and their role.
- ✓ Pride in helping their organisation towards the 'Innovation Centre Award'.



Further Information

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Pictures of TICA in practice
and case studies are available
on the TDI website

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