

'Innovate now!' to boost performance



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BUSINESSES should seek to work with leading-edge clients to promote innovation. That's one piece of advice from *Innovate now!* a new free guide for improving performance in the building and construction industry through innovation.

The guide is tailored to meet the needs of an industry under pressure to innovate by distilling the findings of Construction Innovation's BRITE project, which examined 12 innovation case studies and conducted large-scale surveys of the industry.

By unpacking the elements of innovation, *Innovate now!* simplifies and demystifies the processes required for becoming more innovative. Construction industry representatives have commended the guide for uncovering innovation drivers and demonstrating that innovation is applicable to businesses of any size.

In terms of the drivers of innovation, the guide identifies that small- and medium-sized enterprises were generally well equipped to exploit the opportunities created by client-driven innovation, and that crises, also strong drivers of innovation, should be viewed as opportunities and triggers for improving project relationships and communication.

Innovate now! leads the reader through the six steps to improve their innovation performance,

including identifying opportunities for innovation, building and maintaining effective relationships, and anticipating obstacles to innovation.

To make taking action easier, a series of checklists enable the user to assess their organisation's readiness for innovation and the value of existing staff-related practices. *Innovate now!* advises that clients, consultants, manufacturers and new graduates are key sources of innovation and provides a template for developing and using these and other relationships to achieve innovation goals.

From that point, users are in a position to start developing an innovation program suited to their business and to share their successful innovation broadly within the construction community that has traditionally had a tendency to hoard successful ideas.

Innovate now! will be launched on September 28 at the Australian Institute of Building, Construct 2006 Conference and made available at www.brite.crcci.info and www.construction-innovation.info on that date for free download.

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The Cooperative Research Centre (CRC) for Construction Innovation (www.construction-innovation.info) is a national collaboration of 21 industry, government and research partners focussed on creating technologies, tools and processes for the property, design, construction and facility management sectors.