

Success Story: Increasing innovation

Kalaydo, today part of the Markt Group, is an online advertising portal used by various regional daily newspapers in NRW, Rheinland-Pfalz and Hessen in order to bundle classified ads on a variety of topics and thus exploit the advantage of extended recognition and reach.



Challenge

A project structure needed to be designed which would increase innovation potential and efficiency

- Create a basis for an innovative process
- Build a structure for the innovative process
- Create a meaningful project structure and detailed project planning
- Systematic development of project controlling as a way to measure efficiency



Methods

- An overall innovation process was developed, roles within the innovation dialog were established
- A holistic process for the generation, uptake and prioritization of ideas was put in place, backed up with specific criteria for measuring their success
- Project structure, priorities and focus were agreed upon, and the identification and implementation of ideas substantiated
- A project-controlling system was developed
- Operative support: Preparation and timely support for „Innovation Day“



Results

An efficient process from idea generation to implementation and evaluation was agreed and put in place.

With the help of enable2grow we were able to clearly prioritize and evaluate our projects, and thus increase our innovative speed significantly.

Joachim Vranken, CEO, Kalaydo GmbH & Co.KG

