

Augmented Innovation: Implementing Generative AI in Corporate Innovation

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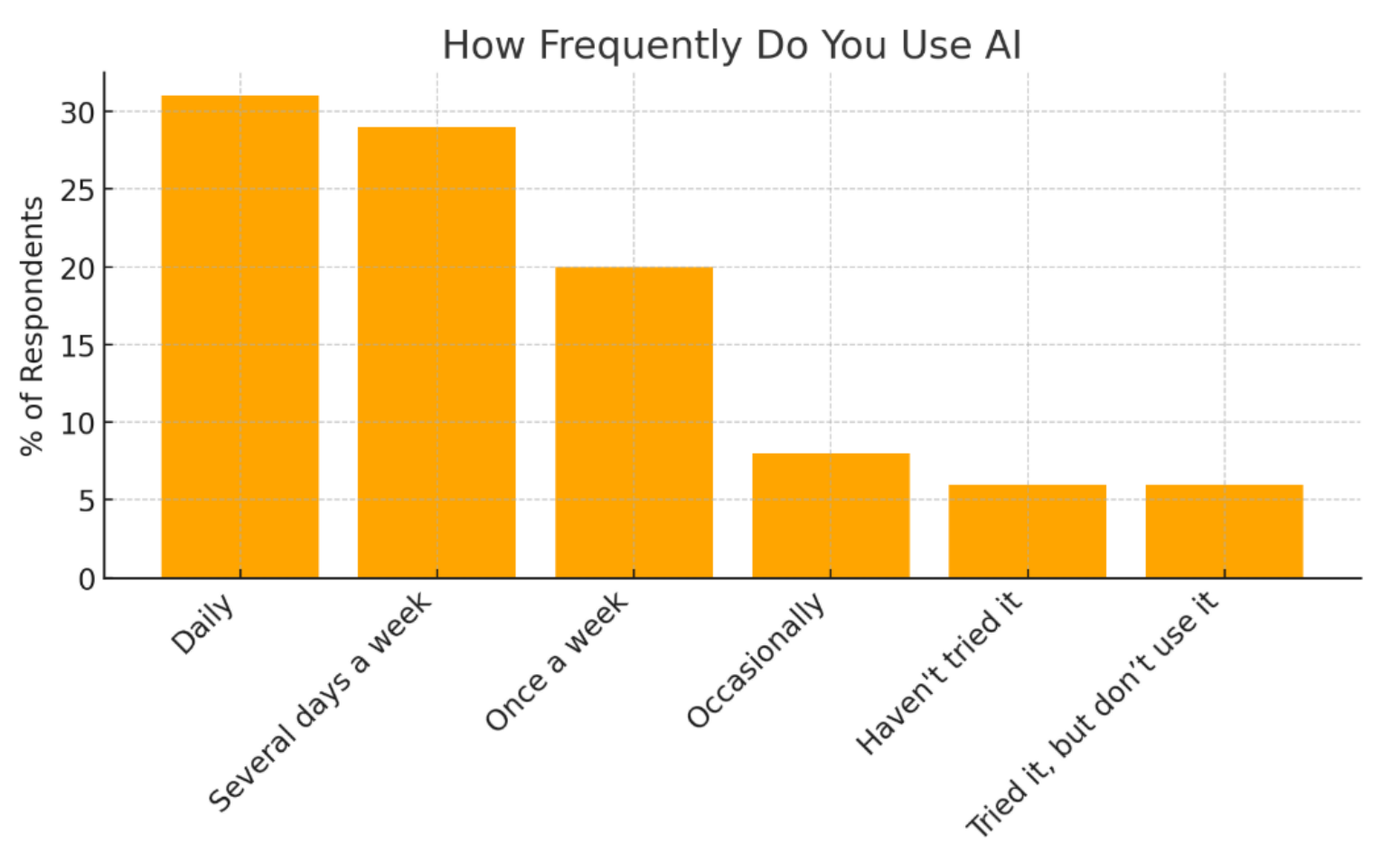


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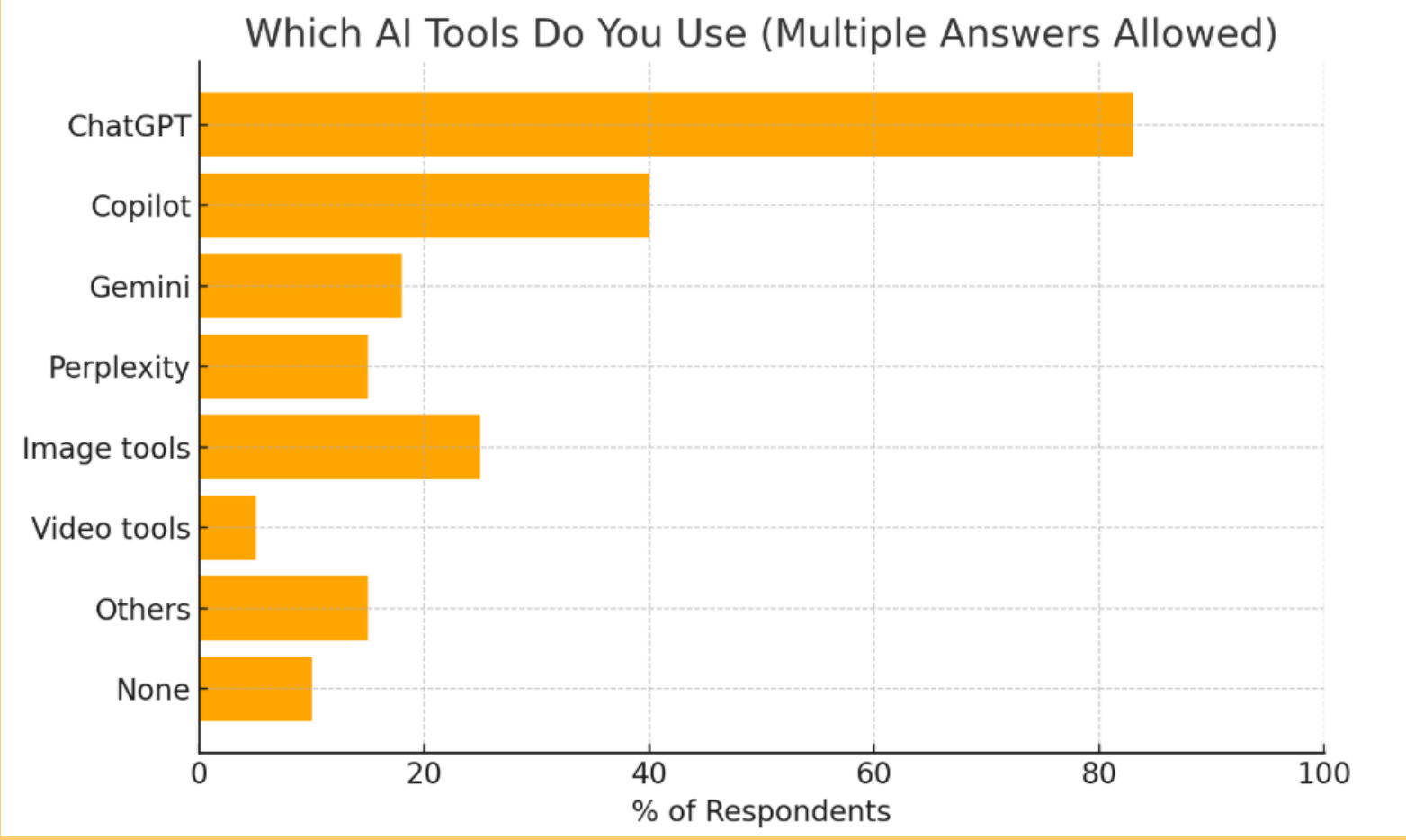
Generative Artificial Intelligence (Gen-AI) is transforming corporate innovation, redefining how new solutions are created, processes are optimized, and value is generated. Augmented Innovation means that this technology does not replace us as innovators but rather enhances our capabilities. However, its adoption still faces significant challenges, from technological integration to change management, while recognizing that implementing Gen-AI is an innovation process by itself.

State of the Art of Generative AI used in Innovation

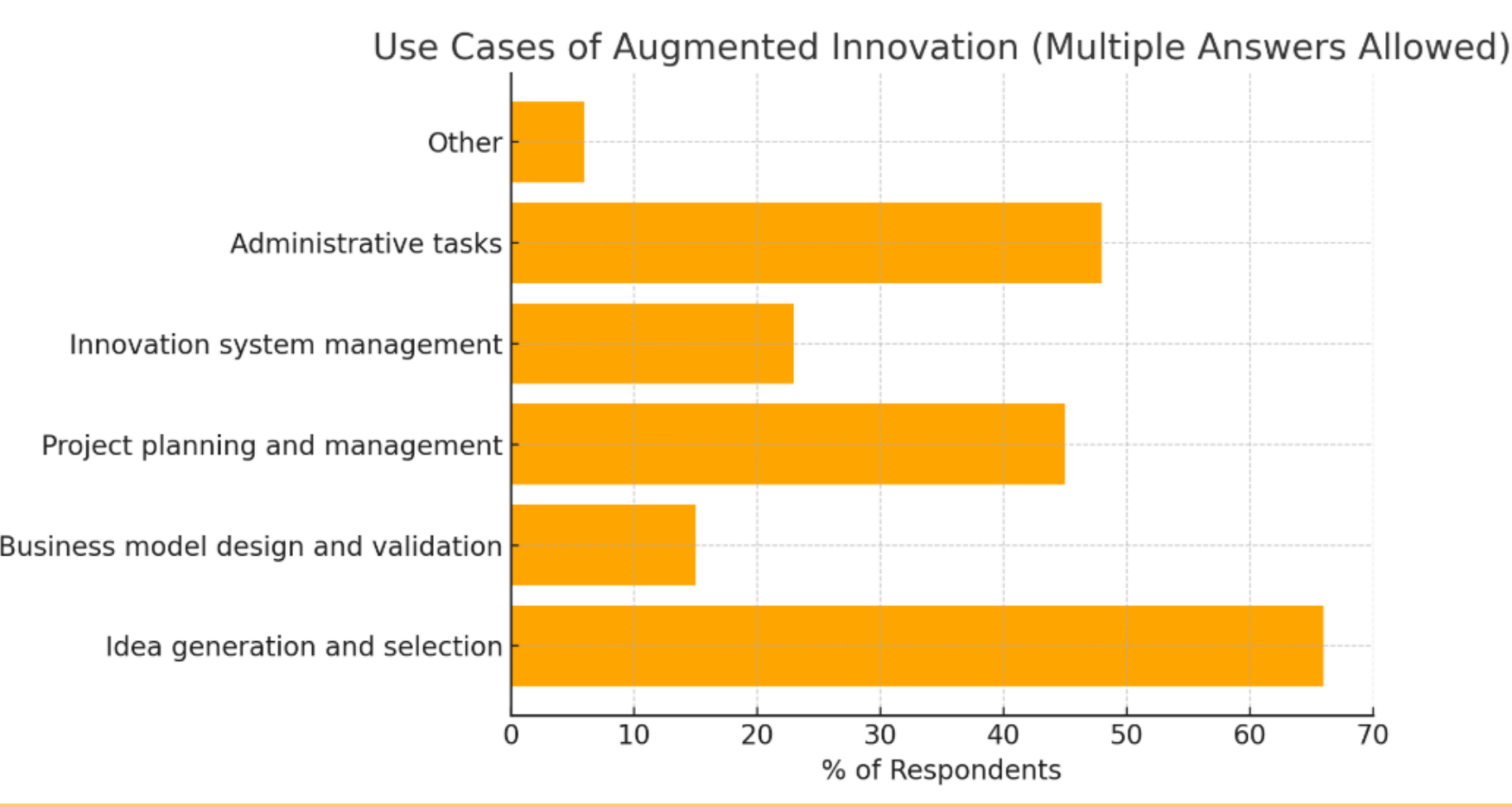
The use of generative AI in innovation is widespread: 61% use it frequently, while only 11% whereas only 11% have yet to experiment with it.



ChatGPT stands out as the "standard" tool, with over 80% of professionals reporting they use it.

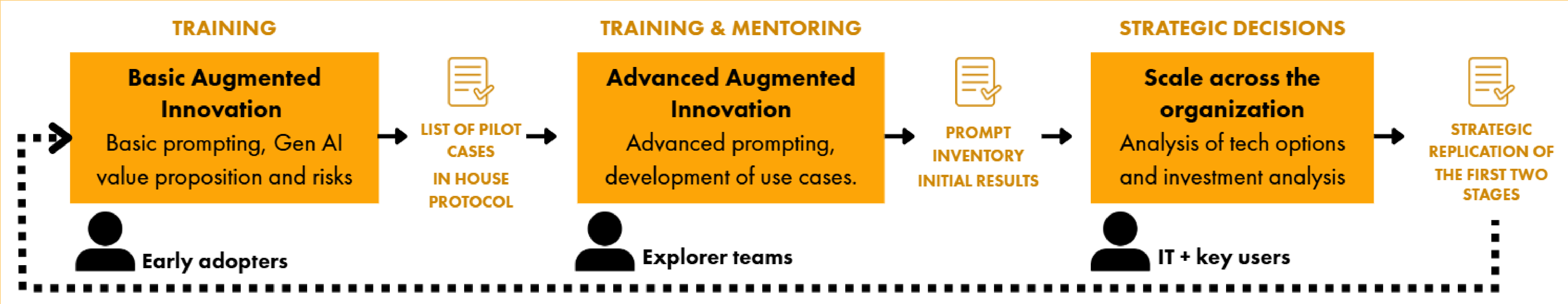


65% of innovation professionals use AI primarily to support idea generation and selection.



Methodology

The "accelerator" is the methodology developed within the framework of Augmented Innovation for the implementation of Gen AI. It is represented in the following figure:

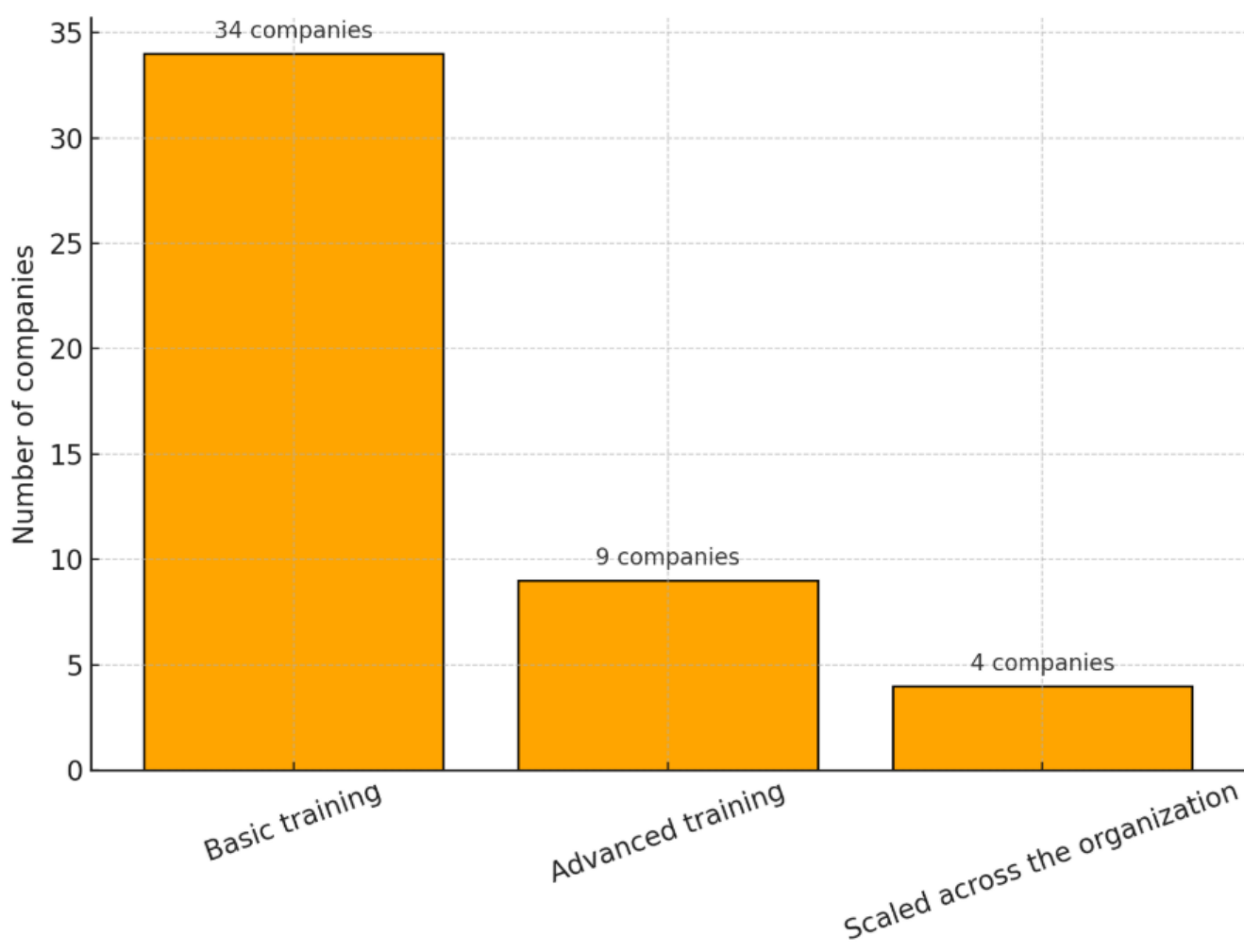


Results

From the implementation of the accelerator, we have obtained the following results:

Scale-up process data

Total companies involved (unique or accumulated)	Basic training	Advanced training	Scaled across the organization
34	34	9	4



Percentages based on the total

Companies that completed only the basic training	Companies that completed the advanced training	Companies that scaled across the organization
73.5%	26.5%	11.8%

Percentages at each stage (based on the previous one)



Discussion & conclusions

- There is significant initial hype around the technology, but the organizational effort required to scale it across the company leads most firms to stop at basic, general training. This results in a high initial interest, but a significant drop-off in the advanced training stages; only one in four companies perceived enough value or were sufficiently prepared to continue investing in advanced training.
- As a result, in most situations, use cases are not explored, nor is the standardization of these tools.
- Without standardized use, habits are not formed, making it more likely that people will eventually abandon the use of these tools, resulting in sporadic usage and low productivity for others.
- However, nearly half of the companies that completed the advanced training decided to scale the initiative within their organization. This is a strong indicator that they are seeing value, and that once they deepen their understanding of the methodology, they are more willing to institutionalize the use of generative AI.