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Executive Summary

Idea management is a structured process of generating, capturing, discussing and improving, organizing, evaluating and prioritizing ideas, valuable insights or alternative thinking that would otherwise not have emerged through normal processes.

Every organization wants better ideas. But it is often too tough to capture them in a manageable way. And product teams need a way to quickly capture, categorize, and prioritize ideas. The best solution is to practice ideation -- the creative process of generating, developing, and curating new ideas.

Better ideas lead to innovation, and innovation leads to market leadership. An Idea Management Framework provides an integrated means to capture and respond to customer feedback, recommendations, and questions within the context of submitted ideas.

The Kenya Revenue Authority institutionalized innovation through the creation of the Innovation Unit under the Strategy, Innovation and Risk Management Department to champion innovation in the Authority towards enhancing tax administration through efficient processes, use of advanced technologies and adopting new business models that will expand the tax base and increase revenue collection.

The Idea Management Framework seeks to guide the process of getting ideas through review and to the implementation of innovative ideas.



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