**Nova-integra model**

Socio Cultural

Publics

Loops of different levels

360\* Development

Technology

Suppliers

Customers

Government

Investors

Competitors

**CEO**

Uncontrolled FB moderating points

External FB moderating points

Ideas generated at different levels being integrated

Internal FB moderating points

Problem: Lack of innovation due to inability to nurture ideas within organistaion

Solution:

The nova-integra model redefines the boundaries of organisational hiehrarchy & an innovation through interaction approach. The loops in the model represent the hierarchial levels, at every level of hierarchy employees differ in terms of knowledge and the touch points which trigger the innovative thinking.

1. **Innovation Loop 1**: Knowledge workers (Lower level)
2. **Innovation Loop 2**: Team leads & Managers (Middle level)
3. **Innovation Loop 3**: VP, Country heads.. (Top level)

**Internal moderating points:** Moderating points within the purview and control of the organisation which exist within its boundaries. They will be responsible to moderate the discussion on various ideas being flagged on the FB forum. They should promote innovation amongst employees, measure the performance and work towards a more competitive work environment.

**External moderating points:** Moderating points outside the organisation but within its purview of control. They will be the moderators handling the external issues which act as a threat and also utilize this social networking tool for employer & company branding.

**Uncontrolled moderating points:** Moderating points which have a bearing on the organizational activities but cannot be controlled but still be moderated by handling critical issues about the company which arise on the social networking arena.

Practical impact:

1. Increased profitability with new innovations
2. More employee-employee interaction within the organisation there by bonding human relations
3. Better handling of social networking media leading to employer and company branding
4. Well defined intra-social network architecture within the organisation
5. Established innovation trigger mechanism imbibed through out
6. Competitive work environment

Challenges:

1. Managing the change which would arise due to the implementation of ‘Nova-integra’
2. Cost of implementation in building a intra-social networking site
3. Identifying the performance measurement indicators
4. Privacy would be an issue
5. Proper control needs to be established or tool can be misused

First step:

1. Formulate an external expert panel comprising of business analytics & network achitect engineers who could sketch a plan for the intra-social network within the organisation
2. Restructure the HRD department by establishing a separate wing which would handle the intra-social network & issues arising from it
3. Selection of moderator points and define the flow of information in and out of the organisation
4. Reengineer the daily work schedule of the employees after implementation of ‘Nova-integra’
5. Identify the moderators and design their TDR’s, develop a scale of measurement and various performance indicators to measure innovation effectiveness