Core, Modular, Hackable

When seeking to scale an innovation, it is critical to assess which parts of your innovation are core i.e. the same everywhere, which are modular i.e. you provide different options for certain components of the innovation, and where the solutions can be legally hacked i.e. the users are enabled to make their own changes to the innovation to make it work for their particular needs.

This is not only applicable to product innovations, but also process and service innovations. To do this, deconstruct the components of your innovation, using methods such as a process map for a service, or a specification table for a product. Once you have deconstructed the innovation identify which components are core, which are modular, and which could be enabled to be hackable. You need to cover all aspects of your innovation such as instruction manuals, training processes, customer support etc. Make sure the components are the right level of granularity (not too detailed, but not too high level either), and you that you have covered everything needed for your innovation to be adopted and used across its entire lifecycle.

Once you have done this, you will need to ensure that all of the core and modular components are 'codified.' Codification levels range from just being in a person's head, all the way to being a fully automated process. The table below shows the different levels of codification.

0 – Inside one person's head	4 – Is written down or drawn in a document
1 – Inside several individual's heads	5 – Can be systematically replicated based on documentation
2 – Can be shown	6 – Is partially automated
3 – Can be shown and described verbally	7 – Is fully automated

Codification Levels adapted from Bessant, J. and Tidd, J. (2013) Managing Innovation: Integrating Technological, Market and Organisational Change, Wiley, London

The table on the next pages will allow you to work on this with your team. Identify the component, what it's level of codification is now, on the 1-7 scale and where it needs to be using the same scale. Identify how any codification will happen, and the timeframe which it needs to occur in.

Once you have completed this exercise, you will then be able to establish what needs to be done in order to enable your solution to scale.

Core Component Codification

No.	Component	Core Component Codification		Level of Codification		When	How
		Now	Target	Now	Target		
E.G.	Training Manuel	Core	Modular	4	6	3 months	Video training online

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