



Creating a Culture for Innovation™

A Guide for Leaders

It is not enough simply to encourage employees to innovate. Your organization's culture must communicate clearly how you will support innovators who take intelligent risks to move promising ideas forward. Too many organizations say that they want employees to take risks, but reward only final success—or worse, punish those who fall short because they moved beyond the boundaries of the known, safe choices.

Leaders of successfully innovative organizations ask for and expect ideas from everyone in the organization. They communicate their strategy for innovation and recognize those who take intelligent risks. They free up resources for innovation by withdrawing support from mature products and services. They minimize cultural and structural barriers to innovation and encourage learning from both failure and success. In **Creating a Culture for Innovation™**, leaders and managers learn skills that stimulate, support, and encourage innovation, and coach employees as they move ideas into action.

Objectives and Outcomes

As a participant, you will be able to:

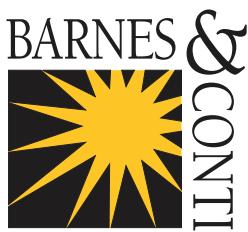
- Take leadership in moving your organization toward greater support for innovation
- Manage and overcome cultural and structural barriers to innovation
- Monitor your personal approach to risk-taking and innovation and its impact on your organization
- Identify, practice, and apply leadership skills that encourage intelligent risk and innovation
- Analyze and assess your own organization's culture and plan for development.

Who Should Participate?

Executives, senior managers, and other leaders who set direction and make decisions that can affect organizational culture.



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Course Outline:

- What is an Innovation Culture?
 - Introduction to the fundamentals of organizational culture and their relationship to innovation
- Setting
 - Examination of the core aspects of an organization and their impact on innovation
- Strategy
 - Exploration of two elements in the strategy of organizations that relate to innovation and intelligent risk-taking
- Managing Risk Factors
 - The role of the manager and leader in dealing with the costs, benefits, and probabilities involved in decision-making
- Systems
 - Review of specific organizational structures and processes that have an impact on risk and innovation
- Skills
 - Practice session: interactive skills for promoting, supporting, and coaching for innovation
- Establishing and Supporting an Innovation Culture: The Innovation Dashboard
 - Summary of insights for creating and supporting a more innovative organizational culture and systems
- Change Planning
 - Development of action steps to move toward the needed changes.



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