



A few things to consider when starting innovation

1. Overcoming Barriers to Innovation

- **Process Issues:** Summarize common challenges like time constraints, budget limits, approval bottlenecks, lack of rewards, and objective misalignment. Each point could illustrate how these barriers prevent companies from fostering an innovative mindset.
- **Cultural Issues:** Address risk aversion, fear of failure, silos, and the mindset of “Why change what works?” Highlight how these cultural elements can stifle creativity.
- **Leadership Issues:** Emphasize the importance of vision, prioritization, and aligning KPIs with innovation goals.

Key Action Steps:

- Innovation audit or survey
 - Identifying and prioritizing barriers
 - Implementing incremental steps and measuring progress
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2. Are You Blocking Innovation?

This section can cover the “Five Reasons Why You Are Blocking Innovation” with the story of Jane’s clockwork radio idea to showcase common ways managers unintentionally block innovation.

Tip for Leaders: Encourage leaders to adopt an open-minded stance by asking, “How could we make it work?” rather than focusing on initial flaws.

3. The Vision and Role of the Innovation Leader

- **Setting the Vision:** Describe what makes a vision appealing, believable, and challenging.
- **Characteristics of Innovative Leadership:** Compare the “Command & Control” style to “Lateral & Inspirational” leadership, where empowerment, openness, and embracing failure become core.

Key Actions:

- Establishing an Open Innovation strategy
 - Introducing innovation ambassadors across departments
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4. Building an Entrepreneurial Company Culture

- **Fostering Trust and Enablement:** Explain why allowing employees to experiment, and even fail, is essential for innovation. Use the “medal of defiance” example to reinforce this.
- **Breaking Down Silos and Fighting the Fear of Change:** Talk about ways to improve cross-departmental communication, break the blame culture, and encourage risk-taking.

Key Actions:

- Forming interdisciplinary teams & Regular brainstorming sessions with diverse perspectives