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A Culture of Innovation

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You're only as good as your next great idea. It's been pounded into us for decades. Innovation is the key to sustainable success.

Companies construct vision and mission statements and define company goals around the concept and executives instruct their teams to drive productivity and efficiency through innovation. Unfortunately, it is assumed that innovation is not only understood by everyone in an organization, but also has the same meaning. Personal experiences, skills, and job functions all play a big role in defining what innovation really means to each person in the organization and can lead to disparate definitions. The initiative to innovate can be far more straightforward for an executive who is tasked with differentiating products, designing infrastructures, or penetrating new markets. Most employees, however, do not operate in this space. The majority of the workforce is responsible for sustaining internal processes, often in the form of routine and predictable tasks, and don't identify innovation as a part of their job description. Building cross-functional innovation in these segments is challenging, but not unobtainable.

Consider the following methods for transforming your workforce:

Find the Modernizers - Successful executives build around willing innovators, by enriching the employee experience through structured organizational and personal development. Selecting the right people, with the drive to innovate is within an organizations grasp. You know who they are; invite them to play.

Communicate Your Desire for Innovative Thinking - Being an innovative organization requires a proper vision and mission. It needs to be communicated throughout existing work groups, thread through job descriptions designed to attract optimal candidates, and crafted as part of interview questions and techniques to reveal authentic innovative thinkers and candidate qualities. Companies must also continue talking about and showcasing innovative outcomes and successes exhibited throughout the company. If you don't share the cool ideas, people will stop contributing them.

Overtly Create Ways to Innovate - There are many companies which sponsor "days of innovation" where work teams are compiled and fun workspaces are erected. Ping-Pong tables, Xbox stations, whiteboard walls, old sitcoms are viewed, and drum circles experienced. Each of these off the path idea generators offer a break individuals from daily routines and encourage a platform for employees to openly contribute their wisdom. Having fun for a day may push the creative juices further than anticipated.

For more information or to speak with a consultant please email: info@tayganpoint.com

Try it!

Once executives understand the steps to form an innovative workforce, they will see how vital their public commitment is to the process. The holistic approach of aligning the right people with valuable and impactful roles, while providing resources and a development process, will over time develop an organization rooted in innovation, both culturally and strategically

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