Creativity is coming up with new and useful ideas.

Innovation is creating and implementing something new that adds value. It is the transformation of new ideas into action. And it often requires a champion, someone who is willing to carry the innovative idea from its first inkling to its final form. There are several championing strategies for selling ideas throughout the organization. What creative idea do you want your organization to consider? Which of these championing strategies, drawn from CCL’s Driving Results Through Innovation training program, would you like to try?

- Drawing attention to the need/opportunity.
- Involving others in the ownership of the idea.
- Calling in favors from those who owe you for past support.
- Arranging for a trade-off.
- Starting in areas where you can act without threatening anyone.
- Adjusting your goals to avoid resistance.
- Compromising with those who are opposed.
- Waiting for opportunities.
- Using other events in the organization to piggyback.
- Asking one of your stakeholders to advocate on your behalf.