Innovating from within

How leaders can drive creativity in an organisation

Leadership is the core of a brainstorming success. We generally peg companies to their products, but is it the leaders who drive those products?

Great leaders develop good products. They develop great products. They drive innovation. They drive the leadership space to be in transforming the company into an innovation culture.

According to a research report by Center for Creative Leadership (CCL), 76 per cent of 300 people sampled said that innovation was important for their organisation.

However, only 14 per cent acknowledged that the organisation was successful at innovation.

Leaders should seek beyond traditional means and incorporate innovation through their methods. This can be divided into two components:

- Innovative Approach

- Leadership

Innovative thinking and different methods to have cutting-edge ideas, manage and execute tasks. It has to do with taking the size and challenges faced by both the executive and the organisation.

Personal experiences should be tapped as an introduction to the environment of innovation. Introducing visitors to take part in the process of innovation can be both an interesting and exciting experience. People are more likely to learn when they experience it themselves.

- Pay attention

It is about looking beyond the surface of a situation and identifying new patterns. Paying attention with an open mind is a prerequisite to understand the situation.

- Personalise

Each person's unique personality should be an asset in innovation. Innovation is a two-fold process that involves both the leadership and the organisation.

Novel ways of thinking are part of the environment of innovation. "When knowledge and perspective are generated through novel ways, such as experimentation, creativity and rapid prototyping, it enables innovation to be generated."

- Collaborative Human

Innovation involves a team sport, and not an approach from a single person. It is far more collaborative than it is expected.

Collaborative innovation is about sustainability, effective dialogue and ideas with those who have a stake in the situation. Organisations can start by clarifying, identifying, influencing, eliciting ideas and turning them into concrete plans.

- Cultivate

Innovative culture requires companies to have the ability to build two groups of people in the board. Under the traditional analysis of business thinking that requires us to break down problems into parts, shifting from a single person to a single person is far more collaborative than it is expected.

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