



Leader's Guide to Innovation

eBook




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In today's fast-paced business world, if you are not innovating, you are falling behind. Every organization today needs to do more with less, reach new customers and use resources wisely. Whether you are developing a completely new game-changing product or simply finding a new process to save money, these are all innovations.

As a leading-edge business leader, it's your responsibility to revolutionize the workplace and meet the ever-increasing goals of your team. When employees' talents are recognized and valued, it creates a positive work environment that inspires new ideas. When a team communicates openly, they learn to respect and appreciate one another, opening doors for opportunity and innovation.

Sometimes innovative ideas come naturally, but more often than not, innovation can be a difficult process. To make sure you see innovation through to success, you must have a process with the following steps. Fortunately, there are time-tested steps you can implement that will help you up your game in the innovation arena.

"Dale Carnegie Training Leader's Guide to Business Innovation" provides a proven process that enables you to accept the challenges and overcome the obstacles of innovative genius!



"Innovation has nothing to do with how many R&D dollars you have ... It's not about money. It's about the people you have, how you're led, and how much you get it."

-Steve Jobs



Visualize

Picture the ideal future, the “Should-Be” state.

What is your ideal outcome? Develop a clear picture of what that looks like and put a plan into action. Whether it’s an opportunity you want to take advantage, or a problem you need to overcome, visualize your objective and set a path that takes you there.

Find Facts

Determine the “As-Is” state.

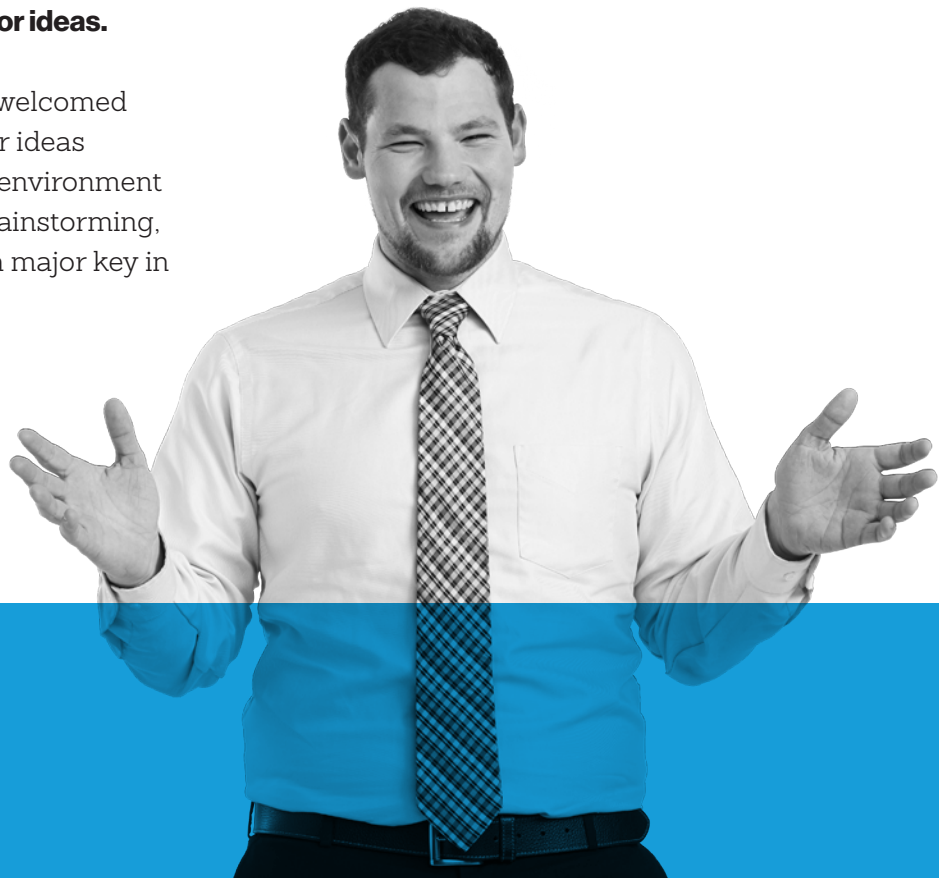
Get the facts. Look at the “who,” “what,” “when,” “where,” “why” and “how” of situations. Gather the data within the current state. Don’t judge; simply accumulate the facts. Once collected, the facts point to symptoms and causes that should be eliminated in order to solve the challenge.

If you understand the problem, you’re ready start a process for innovation. Think inventively and step up to the challenge. Ask yourself: How can we increase sales? Decrease cost? Improve marketing?

Find Ideas

Brainstorm and do “Green-Light Thinking” for ideas.

During “Green Light Thinking”, all ideas are welcomed for consideration. Whether you’re looking for ideas individually, or in a group, an open-minded environment is essential for innovative thinking. When brainstorming, concentrating on quantity versus quality is a major key in reaching groundbreaking ideas.



Find Solutions

Do “Red-Light Thinking” to determine the best idea or approach.

Evaluate the ideas produced in the “Green-light thinking” stage. To determine conclusion, get consensus from the team, vote for the best idea, or use the criteria method.

Find Acceptance

Gain approval and support.

Unless you are working individually, make sure to get others involved. Anticipate any objections that might require you to start from scratch again. It’s possible that a solution can become a problem, so don’t forget to involve others and gain the perspective of the team before moving forward.

Implement

Put the accepted solutions into action.

Execute! Set a timeline with specific goals and a time frame for each objective. Make sure each team member is in the loop along every step of “the way”.

Follow Up

Monitor the implementation.

Stay on track! Set up follow-up meetings 30 to 60 days after the implementation. Keep the momentum going!

Evaluate

Identify and assess the end results.

Is the outcome what you envisioned? What was the cost, benefits, or roi for you and the team? Make sure to track each step of the way, whether it’s your accomplishments or setbacks. Sharing the outcomes with team members, managers, or shareholders is essential to inspire innovative thinking.

“Innovation is the specific instrument of entrepreneurship ... the act that endows resources with a new capacity to create wealth.”

- Peter Drucker