



# Innovation in Action

We create the capacity for all our organisations to learn, to adapt and to grow.

## Innovation needs leadership

Many of the business leaders with whom we work cite the need for innovation as one of their top three priorities for defining the future of their companies. But it's often difficult to turn that sense of urgency into real action and lasting change; too many other things seem to get in the way. This can lead to a sense of panic and the launch of yet another initiative to try and find new ideas or a route to generating them. We also see teams becoming increasingly sceptical about unwieldy innovation processes which ignore great ideas. It seems we have an execution problem when it comes to innovation. What is required is to think differently about innovation, understanding that innovation isn't a project or an initiative. Innovation is a way of designing and executing strategy. Part of any business strategy should be the innovation strategy. If you don't have an innovation strategy or if you aren't executing it (either well, or at all) then your approach to innovation needs leadership.



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## Our view

We believe that:

- Innovation means making new things happen to create value for our organisations. It requires creativity, risk taking and concrete implementation.
- People are innately **Creative** and predisposed to make things better for themselves in all areas of life, including work, given the right conditions
- Embracing **Risk** positively and proactively is what entrepreneurship is all about -taking a positive view of risk is to adopt an entrepreneurial mindset.
- The personal knowledge and capabilities needed to **implement** new ideas can be developed.
- Being intentional and enlightened in our leadership will help us to build a **Culture** that supports people to give of themselves, their goodwill and their creative talents.
- In such a culture we are more inclined to **Collaborate**, work across siloes and break out of our comfortable assumptions -especially if the organisation can articulate its **Purpose** in ways that genuinely excite us.





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### How Can We Help You?

#### We can move people to innovate

Organisations can only innovate if their people innovate. It's obvious. But moving people to reshape a company's approach to innovation isn't easy. If it was, then there would be many more examples of companies getting it right. There are some great books and learning materials out there, some brilliant tools and great research and theoretical frameworks. But we have seen time and time again that, even with access to the best thinking, companies still struggle to make change that sticks.

Moving people means engaging with **meaning**, with **values**, with **motives**, and with **conscience**.

Only then will learning new **skills**, gaining insights and acquiring **knowledge** be useful, relevant and effective. And most of all **applied**.

Only then will we be able to build new mindsets and instill collaborative behaviours. Your people will become **active learners**, able to use what they know and have learned to move the team's performance forward.

### Our innovation work with clients



We designed and delivered TUI Group's key talent programme called Perspectives. Built upon the principles of leading digital, leading innovation and leading collaboration, it includes innovation projects that have generated significant cost savings and increased revenue to date. The programme is immersive, experiential and has involved collaboration with Facebook on digital marketing and consumer behaviour.



We designed a team development programme to develop participant awareness and skills in innovating strategic solutions for Nissan. It provided insight into successful approaches to leading and implementing innovation. The workshops were so successful in changing behaviour that we have delivered them for senior managers across Europe.

### Recent clients



### Recent awards



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