

MANAGE

FOR PURPOSEFUL INNOVATION

Purpose lays the foundation for the leader to allow others to think, create and innovate. Creativity is open to all.



Identify what it takes to innovate: commitment from senior leaders, resources to experiment, supportive work environment, ample tool kit, and sense of individual accountability.

Challenge employees to think outside the box. Give them time to work on projects they feel passionate about. Enable them to take risks with their ideas.



Create think tank–style incubators that allow employees time to work on passion projects. (E.g., “energy rooms” with smart technologies that enable collaborative work.)

Reward employees for putting ideas into action by publicizing their achievements. Show how their initiative made a positive difference to employees, customers or shareholders.

