

Communications

One of Four Major Elements of an Innovative Culture

How can communications be improved?

Openness

- Full transparency should apply to all rewards for innovative excellence
- Regular communications from the CEO
- Open-door practices at all levels

Participation

- Input from a broad cross section of the corporation is a value associated with innovative companies
- Less autocracy and more participation
- Encouraging people to share ideas; to collaborate

Management Practices

Organizational clarity

- Viewed as an important management practice in a culture which supports innovativeness

Informality

- The emphasis in an innovative culture is on a minimum of formal communication and an encouragement of openness through less formality
- More informal and less formal
- Minimal hierarchy, and organizational levels
- An informal decision process

Delegation

- Accomplished by establishing clear goals and objectives for each person and business followed by delegation, reporting and accountability

Built on a base of

Trust and Respect

...for diversity, beliefs, values, traditions, language, behavior, geographic location, history, governance, social habits, attitudes, training, education, timing, threats, change, etc.

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