

Motivation

One of four major elements of an innovative culture

How to spur motivation?

Leadership for innovation

- Management is prepared to wait a reasonable time for a payout from innovation
- Management explicitly and aggressively looks for innovation
- Management has a reasonably high tolerance for failure
- The Board needs to be in synch

Opportunities identification

- Management is not looking for short-term profits. Management, when planning, puts a strong emphasis on looking for opportunities and is less focused on rationing resources
- The sense is that resources will be available for good projects

Management Practices

Rewards for innovators

- Innovation should be rewarded at the individual and group level
- Technical excellence rewards should be separate from those for non-technical initiatives

Encouraging loyalty

- There should be some encouragement for personnel working towards personal development

People management

- Leaders, by way of their management practices, put a great deal of emphasis on the management of people and their interactions
- The emphasis in an innovative culture is on a minimum of formal communication and an encouragement of openness through less formality

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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