

An Innovative Corporate Culture is Based on Four Management Themes

Providing motivation by;

- aggressively seeking innovation,
- focusing on identifying opportunities,
- emphasizing people management,
- having rewards for innovators,
- encouraging loyalty.

Managing the corporation's economics with an emphasis on;

- profit, but with a 'mid-term' horizon, not always short-term,
- having an acceptable risk profile for new investments,
- planning but with targets established for innovation.

Encouraging communication by;

- seeking openness and transparency,
- having an appropriate level of informality,
- putting in place a clearly-understood organization structure,
- seeking participation,
- maximizing delegation with accountability and responsibility.

Demonstrating a tolerance for;

- mavericks,
- failure,
- differences from the norm,
- risk taking.

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, and for change.

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