



DALE CARNEGIE®
TRAINING

LEADER'S GUIDE TO INNOVATION



www.dalecarnegie.com

LEADER'S GUIDE TO INNOVATION

In today's fast-paced business world, if you are not innovating, you are falling behind. Every organization today needs to do more with less, reach new customers, and use resources wisely. Whether you are developing a completely new game-changing product or simply finding a new process to save money, these are all innovations.

As a business leader, you must foster innovation with your team to meet your ever increasing goals. One of the first step direct managers need to take is to ensure that their employees are engaged with the organization. Managers need to value their employees' talents, be proactive, and foster positive work environment. Open communication, respect, proactive approach, and recognition are the fundamental for innovative ideas flow.

Sometimes innovative ideas come very easily, but most times innovation is a tough process with many challenges. To make sure you see innovation through to success, you must have a process with the following steps.

Dale Carnegie Training Leader's Guide to Business Innovation gives you the process to work through the challenge and anticipate pitfalls so that you can increase your innovation success rate.

“Innovation has nothing to do with how many R&D dollars you have... It's not about money. It's about the people you have, how you're led, and how much you get it.”

-Steve Jobs

LEADER'S GUIDE TO INNOVATION

VISUALIZE

Picture the ideal future, the "Should-Be" state.

What is your goal? Create a picture of how your ideal outcome will look. Develop a vision of the "Should-Be" situation. Whether it is a problem to be overcome or an opportunity for improvement, the vision will help you set the course and motivate you forward.

FIND FACTS

Determine the "As-Is" state.

Get the facts. Look at the "who," "what," "when," "where," "why," and "how" of situations. Gather the data within the current state. Don't judge; simply accumulate the facts. Once collected, the facts point to symptoms and causes that should be eliminated in order to solve the challenge.

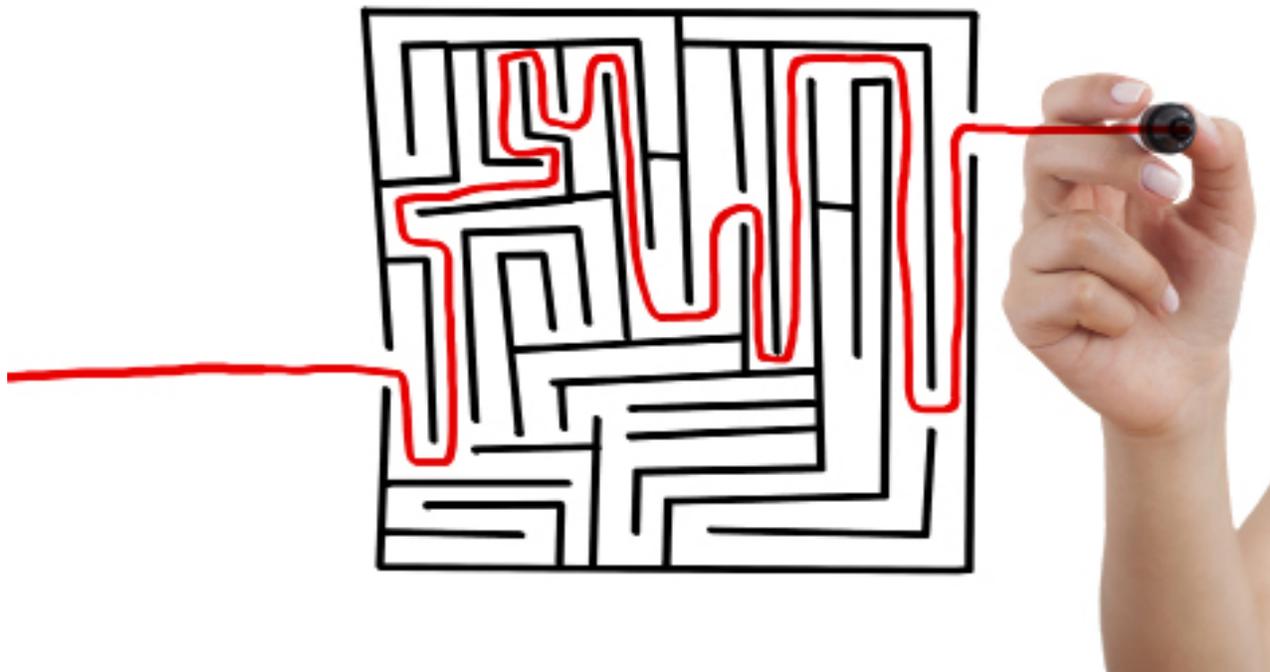
"Innovation is the specific instrument of entrepreneurship... the act that endows resources with a new capacity to create wealth."

- Peter Drucker

FIND THE CHALLENGES AND OPPORTUNITIES

If you already know a problem, you can start the innovation process.

Get a creative attitude and meet the challenge. Ask the question: In what ways can we...increase sales/decrease cost/improve marketing?



LEADER'S GUIDE TO INNOVATION

FIND IDEAS

Brainstorm and do "Green-light Thinking" for ideas.

Look for ideas individually or in group. No judgmental thinking is allowed during "Green-Light Thinking." Concentrate on quantity vs. quality. It allows idea fluency in the group.

FIND SOLUTIONS

Do "Red-Light Thinking" to determine the best idea or approach.

Evaluate the ideas produced in the "Green-light Thinking" stage. To determine conclusion: Get consensus from the team, vote for the best idea, or use the criteria method.

FIND ACCEPTANCE

Gain approval and support.

Unless you are personally going to implement the solution, you may need to get other people involved. Anticipate objections that might require you to start the process again at Step 3. A found solution can become a new problem that will require you to find new solutions again.

IMPLEMENT

Put the accepted solutions into action.

Execute! Set up a time-frame of the project completion, listing each of its phases. Before you begin, make sure that all parties understand the goals.

FOLLOW UP

Monitor the implementation.

Stay on track! Set up follow-up meetings 30 to 60 days after the implementation. Keep the momentum going!

EVALUATE

Identify and assess the end results.

Have you received the results you wanted? What was the cost/benefit or ROI for you, your team, or the organization? Make the implementation trackable so you can share the results of the innovation with team members, management, or shareholders.



www.dalecarnegie.com

