

Leadership & workforce development:

innovation is everyone's job



To what extent is everyone in your company responsible for innovation? At today's rate of change one does not need to be in R&D or product development to require an understanding of innovation.

A major misconception is that innovation refers solely to technology, product development and/or service design. Today's world no longer allows for a clear distinction between 'official innovators' and 'everyone else'.

Companies like Apple and Toyota have outperformed the competition by making innovation everyone's job. Going beyond product innovation, and innovating on: packaging, inventory, management system or partner agreement, these companies were able to distinguish themselves in their respective industries.

The innovation output of a great company is no longer dependent on a small group of mandated innovators. Be it incremental or breakthrough, innovation is a team sport where the poor performance of one individual or group has consequence over the entire organization.

Capability development programs focusing on:

- lean startup & agile development
 - design thinking
 - effectuation
 - innovation strategy
 - business modelling & business model innovation
 - lean leadership
 - train the trainers
- will yield benefits transcending employee satisfaction & engagement.

The day-to-day pressure to perform in an execution role might be great. But only if

everyone takes their innovator role to heart can the company be resilient in the face of unstoppable change.

Reality is that innovators are made not born and cultivating everyone's innovation instinct through training can help your company stay competitive.

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