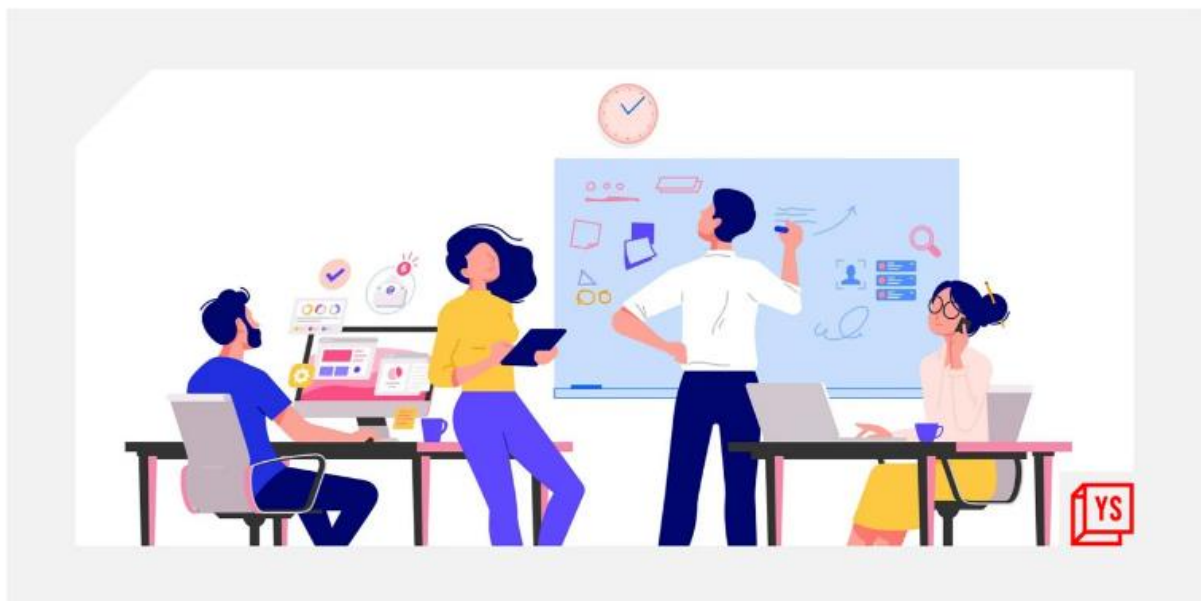




## **The importance of inculcating a culture of innovation at workplace**

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February 8, 2022



With the proper demonstration of the firm's commitment to change and exhibit how innovation is advantageous for both the business as well as the employees, mindsets will shift slowly but surely.

It is interesting to note that "innovation" comes under the list of three main management needs for close to two-thirds of the firms today. Regardless of the size of the organisation, innovative pioneers are remarkably alike everywhere.

They align innovation with business objectives, create structures that empower advancement, and establish a culture that encourages innovation to survive as well as to prosper.

For firms, innovation corresponds with competitiveness and value creation. Thus, in an era where digital is on an unparalleled rise owing to the pandemic, it is critical for innovation to become a cultural imperative.

Furthermore, innovation needs to have a systematic approach that is fundamental to all business activities, be it employing different teams or planning acknowledgement programmes.

It simply cannot be an adhoc activity. Through an orderly move, innovative companies can provide the right environment that is conducive for an idea to grow and thrive.

“The calculus of innovation is really quite simple: knowledge drives innovation, innovation drives productivity, and productivity drives economic growth.” These were the words of scientist William R Brody that hold prominence now more than ever.

Truly, for the sake of survival as well as growth, organisations and people must keep on evolving. Today, innovation must be considered as the most significant factor to follow as it allows an organisation to enjoy a competitive edge, which can result in greater opportunities.

Let’s delve deeper to understand how an organisation can stimulate and nurture a culture of innovation:

### **Innovation starts with an idea**

Anyone and everyone can be an innovator. It need not require one to be an executive of level C. Innovation just starts with a mere idea, which is of utmost importance. Hence, a flexible idea generation platform within a company or with clients are suitable ways to generate ideas.

The extent of idea generation can fluctuate from enhancing internal processes, tackling a business, to a societal challenge or simply a clever method for getting things done.

These encourage individuals to think differently, collaborate easily and move past their comfort zones. Remember that no idea can ever be a bad idea. It can just require direction and shaping.

### **Innovative mindset**

Authors Warren Bennis and Burt Nanus coined the term VUCA in 1987, which stands for ‘Volatility, Uncertainty, Complexity, and Ambiguity.’ It still echoes today in current times, and rightfully so. We, indeed, live in a VUCA world that demands to avoid traditional, outdated approaches to management and leadership and day-to-day working. It challenges business leaders to find a new solution to problems every other day.