Meeting the Innovation Challenge: Leadership for Transformation and Growth
Scott Isaksen, Joe Tidd

**DESCRIPTION**

*Meeting the Innovation Challenge* offers a new way to look at creative leadership that integrates both leadership and management. This book also provides the student key insights into a new and more systematic way to manage transformation. As a result, the student will be able to discover a full range of potential outcomes from their change efforts - from radical new to the world transformation to incremental improvements.

Since people are at the heart of any transformation issue, *Meeting the Innovation Challenge* includes helpful information on the various roles required to initiate and sustain change efforts. Many change initiatives use teams, so specific tools are outlined to create and manage teamwork for transformation.

Those who lead and manage organizations have too many change methods from which to choose. This book offers practical advice on how to select and manage a variety of change methods, as well as a helpful selected list of many of the methods available from which to choose. An example is drawn and explained from the area of new product or service development.

An often-overlooked element of climate and context is also addressed. Successful innovation, change and transformation require an environment in which people are ready, willing and able to initiate and sustain change. *Meeting the Innovation Challenge* addresses this area by clarifying the differences between culture and climate, and then offering practical ways to understand and create the climate for transformation.
ABOUT THE AUTHOR

Scott Isaksen is the President of the Creative Problem Solving Group, Inc. (CPSB) and Senior Fellow of its Creativity Research Unit.

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NEW TO EDITION

• Includes concrete examples that illustrate the key concepts in each chapter

• Provides clear and practical models to reinforce each element of the change system

• Reviews and offers a new integration of leadership and management literature

• A simple yet comprehensive system for transformation is explained

• A useful spectrum of change is outlined and explained

• Reviews and offers a new integration of creativity and innovation

• Insights on the development of blockbuster products are shared

• The role of ownership and sponsorship are explored and supported

• Practical suggestions are offered for creating teamwork for transformation

• Clarification of the two concepts of culture and climate is offered

• Specific dimensions of a climate that supports creativity and innovation are explained

• Examples are provided for how to deliberately manage climate

• Practical suggestions are given for managing change methods

• Resources are provided for 20 different change methods

• Specific examples are offered for applying creative problem solving as a change method
Isaksen and Tidd have vast experience both of writing on leadership and innovation, and providing training and consultancy to major corporations.

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