



INSTILLING A CULTURE OF INNOVATION

LEARNING FORMAT: CLASSROOM

The need to innovate has always been important. As companies navigate through the new normal, it's one of the top business drivers and mandates Employers Group hears from our clients. The pressure to find innovative solutions that result in competitive differentiation is tremendous. Leaders have to push their thinking and approach to meet these new requirements.

We believe leaders do not have to be highly creative to drive a culture of innovation. In this course, we provide the tools and techniques leaders need to support innovation. By gaining experience with these techniques in an engaging classroom setting, leaders will be equipped to model ideal conditions for innovation -- and be a keeper of the culture that inspires and rewards their teams.

DO YOU FACE ANY OF THESE ISSUES?

- Do leaders need to create the conditions for -- and instill the discipline of -- executing innovation?
- Is your organization looking for a way to equip leaders with the self-insight, knowledge, skills, and tools they can apply the very next day to drive innovation?
- Can your leaders overcome challenges to innovation (e.g. risk aversion, failure to produce ideas)?
- Do your leaders behave in a consistent and impactful way that drives a culture of innovation?

PERFORMANCE OBJECTIVES

Helps leaders:

- Apply leadership actions that minimize the challenges to creating an innovation environment.
- Recognize their role as a leader in building and sustaining the conditions for innovation.
- Make and measure 30-day commitments to hold themselves accountable for instilling a culture of innovation

Primary Competencies Developed:

- Driving Innovation 3.0
- Entrepreneurship 3.0
- Innovation 2.0
- Energizing the Organization
- Inspiring Others

COURSE OVERVIEW

- **Session Opening:** Participants take on a challenge that prompts them to think about their role and behaviors when it comes to innovation.
- **Define Innovation and Align Understanding:** Participants explore the different types and ranges of change associated with innovation.
- **Minimizing the Challenges to Innovation:** Overview of The Leader's Role: Participants learn four critical leadership behaviors to create the conditions for innovation. They rate their own effectiveness in exhibiting these leadership behaviors and gain insight into how they compare against others.
- **Leveraging Leadership Behaviors:** Participants learn how to minimize organizational challenges that are directly within their control by exploring the causes and ways to overcome them.
- **Summary and Commitment to Act:** Facilitator overviews key concepts in the course and participants make plans for application. They commit to actions they will take over the next 30-days as leaders of innovation.

COURSE DETAILS

- **Target audience:** Mid-level, operational and senior-level leaders
- **State-fundable:** Yes (some positions may not be eligible for state funding)
- **Course length:** 4 hours. Course can be lengthened to a full day.
- **Facilitator Certification:** Senior-level certified facilitator required
- **Prerequisites:** None
- **Optimal Group Size:** 8 to 16. 20 maximum.
- **Course Prep:** Yes. 10 minutes to complete and index around challenges to innovation.
- **Notes:** Suitable for all environments. Additional materials and resources are provided in this course and are subject to additional fees.

RELATED COURSES

- Cultivating Networks and Partnerships
- Influencing for Organizational Impact
- Instilling a Culture of Innovation
- Making Change Happen
- Mastering Decision Dynamics
- Mastering Emotional Intelligence
- Translating Strategy into Results