

Leading Innovation in Practice

How to Embed Innovation in Organizations

Innovation practice and outcomes vary tremendously from one organization to another, but the things that drive innovation are in fact quite similar. This fact allows us to have a systematic approach to innovation. Here is the **Four D ©** approach - four steps to innovation in any organization.

DIAGNOSIS. The organization considers its current strategy and which elements therein are open to creative exploration and action. It considers its own organization's potential and honestly evaluates what promotes and what inhibits innovation in terms of know-how on creativity, structure and culture. It answers the question - Why do we want to innovate?

DECISIONS. Leaders make a number of clear decisions, consciously. First and foremost - which proportion of people's time and energy will be devoted to innovation and which to operational efficiency (all companies must do some of both)?. Then perhaps the hardest question of them all: What is **our** innovation all about? Is it about continuous improvement, are we seeking new business models or radical innovation of the breakthrough type? How high do we set the bar for something to qualify as innovation? And what system do we have to make this happen? And of course, who should be involved in innovation?

DECLARATIONS. Write an Innovation Manifesto that clearly describes your innovation strategy and invite people to express what it means for their departments, units and themselves as individuals. Clearly define the major innovation challenges at a practical level. Ensure broad buy-in to your innovation strategy.

DEEDS. Create accountability for innovation by organizing teams to resolve the challenges. Create



Performa News

10th Anniversary of the European School of Public Administration - 29/1 Brussels and 5/2 Luxembourg, 2015

Dimis has just been back from Brussels where he delivered a keynote presentation on the **Art of Innovation - How to Integrate Creativity in your Organization**, adding a little bit of magic at the end. He is repeating this in Luxembourg this month.

"The best keynote speaker I have ever seen!" were the introductory words of Mr. David Walker, Director of the European School of Administration. The presentation was attended by the Vice President of the European Commission for Budget & Human Resources Ms Kristalina Georgieva, who was truly delighted with the presentation.

Leading innovation. Watch our new video-clip.

Video [here](#)

Dimis' interview in Slovenian Newspaper and Radio

See [here](#) for the article in newspaper Sobotno Delo
See [here](#) for the radio interview in Radio Slovenia



Creativity Cool & More...

ECHOES and ETHOS publications - interviews - letters - Kastelliotissa 19:30

Presentation of the book "Echoes and Ethos, publications, interviews, letters" by Faidros Kavallaris.

- Introductory note by Stavros Tombazos, associate professor at the University of Cyprus
- presentation by musicologist Dr. Francis-Nectarios Guy
- piano recital by Annini Tsiouti with works by Faidros Kavallaris
- friendly participation by Dimis Michaelides

Information: 99553174 and see our facebook post [here](#)

the mechanisms to ensure risks and investments are considered and taken or not taken. Ownership and delivery deadlines are key here. It's an exciting process, systematic enough to make it rigorous, exciting enough to encourage creating new opportunities and new solutions all the time.