

# Leading Innovation in Practice

How to embed creativity in your organization



“Creating a better future  
requires creativity in the present.”  
*Matthew Goldfinger*

“Innovation is the act that  
endows resources with a new  
capacity to create wealth.”  
*Peter F. Drucker*



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## SCOPE

What is your organization's innovation all about and how do you make it happen? More and more organizational leaders the world over are recognizing the value of creativity and are taking personal responsibility for innovation. As organizations differ tremendously from one another, so do innovation roadmaps. By understanding the specifics of innovation in its own particular context and by taking consequent action, an organization will derive the best possible value from innovation.

This comprehensive program will guide an organization to design and implement its own specific innovation roadmap. The program will bring together innovation know-how and expertise in organizational creativity with the realities of the organization, so as to design an innovation strategy and actions centered around its own challenges. From conception to outcome. In practice.

## DURATION

This is a customized program, the duration of which depends on the number of people participating, the depth of our involvement and the agreed outcomes. Performa's engagement includes training, facilitation, individual and team coaching for creatively confronting challenges and guidance on structure and culture change.

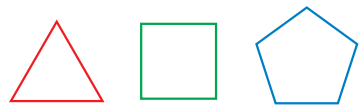
## PARTICIPANT PROFILE

All people with a stake in innovation and creative outcomes in the organization. The best results are achieved when there is full commitment of the senior team.

## OUTCOMES

By the end of our program, the organization will have:

- Developed a common understanding of innovation and its key drivers
  - Identified what supports and what inhibits innovation
  - Clearly articulated a strategy to enhance its innovation capacity
  - Clearly defined a roadmap to deliver the innovation strategy
  - Created teams to creatively resolve specific innovation challenges
  - Resolved key challenges in creative ways
  - Developed people's competencies in the practice of creative method
  - Developed people's competencies in the practice of innovative teamwork
  - Fostered a culture shift to support innovation
  - Developed a capacity for continuous and sustainable innovation
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## APPROACH

Performa will design a customized program for your organization to enhance its innovation capacity which will include the following:

### 1 INNOVATION MANIFESTO

**People involved:** Leadership team.

After ensuring a common understanding of innovation, we examine the specific context of the organization, the trade-offs between operational efficiency and innovation, what facilitates and what hinders innovation, how innovation fits in the company strategy, who should be involved in innovation and how.

An Innovation Manifesto is designed to capture innovation targets and systems, and specific innovation challenges are defined.

### 2 INNOVATIVE TEAMS

**People involved:** Innovative team leaders, mentors and members.

Teams are organized to address each innovation challenge and a system to support their work is set up. Team leaders are coached to facilitate creative sessions. Team members are trained in collaborative and creative teamwork. Team mentors are coached on how to monitor outcomes.

Deadlines, milestones and deliverables are agreed for each team.

### 3 INNOVATIVE OUTCOMES

**People involved:** Leadership team, Innovative team leaders and members.

Innovative teams ensure buy-in of the leadership team which allocates resources to implement new ideas. And the action begins: new products, new services, new processes, perhaps a new business model, certainly new ways of working and interacting! The whole process is reviewed and evaluated.

Culture change and profound Individual and organizational learning will result from our program.

This program will use our Art of Innovation™ model and the I.D.E.A.SI™ method for creatively confronting challenges. All persons involved will be equipped with a deep understanding of the factors that enable innovation as well as the obstacles. We will offer practical tools on how to conduct fruitful brainstorming sessions and how to best manage new ideas.

Our program is supported by highly engaging activities, original presentations and high quality written materials.

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## PERFORMA

Performa is dedicated to **helping organizations enhance their performance** through **creative leadership** and **innovation**.

Performa offers consulting, workshop design and facilitation, speaking engagements and interactive events.

Performa people have extensive experience in large and small companies, in areas that include general management, marketing, human resources, logistics, finance, accounting and corporate mergers.

Performa is an affiliate of the Creative Education Foundation and a regular contributor to the Creative Problem Solving Institute, The American Creativity Association, CREA-Europe and the South Africa Creativity Conference.

## OUR CLIENTS

**Banking, Insurance, Financial & Professional Services:** Alpha Bank, Bank of Cyprus, Hellenic Bank, Marfin Laiki Group, Société Générale, Banque Nationale de Paris, Federal Bank of the Middle East, Nest Group, Trust Reinsurance, Laiki Cyprialife, Eurolife, Eurosure, Cosmos Insurance, Alico, PwC, Baker Tilly Klitou, CLR, Abacus, European Management Assistants, Group 4 Securicor, Dubai Quality Group. **Import & Distribution:** Cyprus Trading Corporation, Malloupas & Papacostas, Cosmos Trading, IPH. **Manufacturing:** Pepsico, Bayer Cropscience, Syngenta, Merck Sharpe & Dome, Grohe, Photis Photiades Breweries, Eureka, Pittas Dairies, KEAN, Dubai Aluminium, TetraPak. **Tourism, Construction & Development:** Four Seasons Hotels, Aphrodite Hills, Pafilia Developers, CYBARCO. **Advertising & Market Research:** The Nielsen Company, Gnomi, Action Global Communications. **Energy:** Electricity Authority of Cyprus, Lukoil, Hellenic Petroleum. **Technology:** IBM, NCR, SAGEM, Amdocs, NDS, Cyprus Telecommunication Authority, JCC, Cooperative Computer Society. **Public Sector:** Cyprus Tourism Organization, Dubai Land Department, Ministry of Finance, Academy of Public Administration, Limassol-Amathus Sewerage Board. **Education:** Queen Mary College, London Business School, Cyprus International Institute of Management, European University Cyprus, University of Nicosia.

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