

Strategies for Advancing Individual and Organizational Innovation

Charles R. B. Stowe MBA, JD, Ph.D
Lander University

Abstract

This paper offers a framework to assist leaders in the task of developing strategies to promote organizational innovation. This paper offers a working definition of the term innovation. This paper separates the issue of promoting individual innovation from structural innovation. Starting with the premise that innovation and creativity can be taught, organizations should consider a balanced approach toward advancing innovation between organizational strategies and programs to train individuals to improve their personal ability to innovate. Institutional policies to reward innovation may be more successful if the management and employees have training to build their individual ability to innovate. By drawing on a broad range of research and literature on innovation, a basic framework or model is proposed to help organizations identify opportunities for improving overall innovation within the firm. The proposed strategies suggest that creating managers to manage the innovative process should be coupled with programs to develop “innovative managers.” The field of innovation and research on the brain and how disassociated concepts are harnessed to create new innovations that improve productivity, process, design, or features of products is relatively new so the proposed framework is itself in its early stages of development. The discussion of this paper will invite comment over the strategies and framework for advancing the promotion of innovation.