



# Meeting the Innovation Challenge: Leadership for Transformation and Growth

*Scott Isaksen, Joe Tidd*

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"Meeting the Innovation Challenge" offers a new way to look at creative leadership that integrates both leadership and management. This book also provides the reader key insights into a new and more systematic way to manage transformation. As a result, the reader 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.

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