

Stay Ahead of the Pack - Help Your Company Become More Innovative!



Do you want to ensure that your company remains competitive and becomes more innovative?

The leadership of a company sets the tone for how employees perceive their role in innovation and ultimately how successfully the innovation process functions.

There are several simple actions you can take and principles that you can follow that will assist in increasing your competitiveness in the food processing industry.

Leadership is the most critical component in encouraging innovation

Examples of how leaders can influence and enhance the innovation process follow. Try some of these techniques used by leading innovative companies and move your company to the head of the pack!

9 Points To Enhance Innovation Leadership:

- **Include Innovation in Company Strategy** - This makes it clear to employees that innovation is a key corporate focus.
- **Recognize** - that the corporate success of the company is dependent upon its skilled and motivated employees.
- **Empower** – Ensure that every employee is empowered to take a role in the innovation process regardless of seniority or position.
- **Support Training & Development** - Support training and development so that employees are aware of leading edge technology and practices that can enhance their work. Better skilled employees are better able to produce innovative products.
- **Support & Reward Innovation** – This can be accomplished through incentive programs, performance-based compensation, bonuses and promotions.
- **Implement Succession Planning** – If a highly knowledgeable employee leaves the company it is critical that the knowledge does not leave with them. Ensure that a succession plan is in place and another employee is being coached and mentored to step in when this employee leaves.
- **Take Calculated Risks** - Encourage employees to take calculated risks without fear of failure. Ensure that employees aren't punished for failure when an innovative idea isn't successful. This will encourage employees to think more creatively and ultimately result in greater innovation. Employees need to feel comfortable in taking risks.
- **Encourage Freedom to Disagree** – Ensure employees feel safe to voice their opinions even when they differ from the leadership. By speaking up employees may save the company from an innovation failure. Fear stifles the innovation process.
- **Encourage Dissatisfaction with the Status Quo** – While you may currently be achieving great success, if you don't change and grow you won't be able to maintain commercial success in the long term. Encouraging employees to be dissatisfied with the status quo will help an organization become more innovative.