



Meeting the Innovation Challenge: Leadership for Transformation and Growth

By 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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Editorial Review

Review

"Full of sound, well-presented material useful for both practioners and students of the subject." (*LRP*, Vol 40 - 2007)

From the Back Cover

Meeting the Innovation Challenge provides a balanced and integrated approach to creativity, innovation, change and leadership. It is organized around a new model of creative leadership andoffering a specific system that links people and situations with process and content.

Essential reading for both practitioners and students, *Meeting the Innovation Challenge* moves beyond "What is the difference between leadership and management?" to "How do we use a full spectrum of creative leadership skills to improve our responses to the need for change?"

"Status and significance within organizations are often advertised, not simply by the size or position of a person's office, but by the size of their bookcase and the number of business books on display. Look closely, however, and most remain pristine, their pages crisply blocked and as solid as the day the printer's guillotine fell.

Here's a book that'll be different: destined to be endlessly thumbed and dog-eared by real people engaged in transformation. They couldn't be in better hands. The authors are real people, bringing wisdom, insight and hard-won experience to that most difficult of tasks, leading transformation."

—**Mike King**, Ogilvy and Mather, London, UK

"Professors Scott Isaksen and Joe Tidd remind us that change and success are ultimately human endeavors. They tear down the distinctions between leadership and management and innovation and creativity that lead us to focus on characteristics rather than character. Most importantly, Isaksen and Tidd offer a rigorous integrated model for creative leadership and provide concrete ideas and suggestions, bringing that model alive. This is an important book."

—**Eugene J. McAllister President**, University of Great Falls Montana, USA

"As someone who has been doing research on organizational climate and leadership for the past forty years, I have particular interest in finding ways to stimulate and utilize the creative capabilities of people who work within organizations. This is a key challenge for those who seek both radical and incremental change. I am impressed that this book offers broader and deeper insights into such a relevant topic, and believe that it will be an excellent resource for both practitioners and scholars."

—**Göran Ekvall**, Professor Emeritus Organizational Psychology Stockholm, Sweden

About the Author

Scott Isaksen is the President of the Creative Problem Solving Group, Inc. (CPSB) and Senior Fellow of its Creativity Research Unit.

Joe Tidd is Professor of Technology and Innovation Management and Director of Studies at SPRU (Science and Technology Policy Research), University of Sussex.

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