

# INNOVATION LEADERSHIP

Presented to  
Dr. Mona EL Sherif

By:  
Tarek Radwan  
Mohamed Salah



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# INNOVATION VS CREATIVITY

People can come up with great ideas, but they don't know how to turn those into innovations. Because, creativity is different than an innovation.

An innovation is taking that creative idea and turning it into a commercialized product or service that actually works in the marketplace.



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## INNOVATION + LEADERSHIP

Innovation leadership is a philosophy and technique that combines different **leadership styles** to influence **employees** to produce creative ideas, **products**, and services. The key role in the practice of innovation leadership is the innovation leader.

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## INNOVATION + LEADERSHIP

Innovative leadership is a **style of leadership** that involves applying innovation and creativity to managing **people and projects**. Innovative leaders often **inspire productivity** in new ways and through different approaches than have typically been used and taken.

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## WHY INNOVATION IS SO ESSENTIAL ?

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Without innovation leadership,  
organizations are likely to struggle

new focus on the role of leaders in  
shaping the nature and success of  
creative efforts





The Kodak problem, on the surface, is that it did not move into the digital world **well enough and fast enough.**

**When a business fails to innovate it is because executives fail to lead.**

## Path-Goal Theory

which also allows the creation of a work environment conducive to innovative thinking—which is the cognitive process of generating novel and useful ideas.

## Leader-Member Exchange

innovative behavior is related to the quality of the leader-member exchange where high quality exchanges include contributions from both the leader and the follower

**FOUNDATIONS OF INNOVATION  
LEADERSHIP YOUR FUTURE**



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## Innovative Organizational Culture/Climate



- risk-taking
- idea generation
- recognition and reward of creativity
- Diversity in team members
- Openness

Organizational  
Encouragement

Supervisory  
Encouragement

Work Group  
Encouragement





# Key Activities of Innovation Leadership



Idea generation



Idea evaluation and implementation

# 09

## iDEA GENERATION

leader to use a more transformational style of leadership



**Safe Environment**  
stronger role models and, as a result, increase creative performance in their subordinates

**Observing**

**Experimenting**

**Association Thinking**

**Questioning**

**networking with others**

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## Associational Thinking

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Connecting two ideas that haven't been put together before

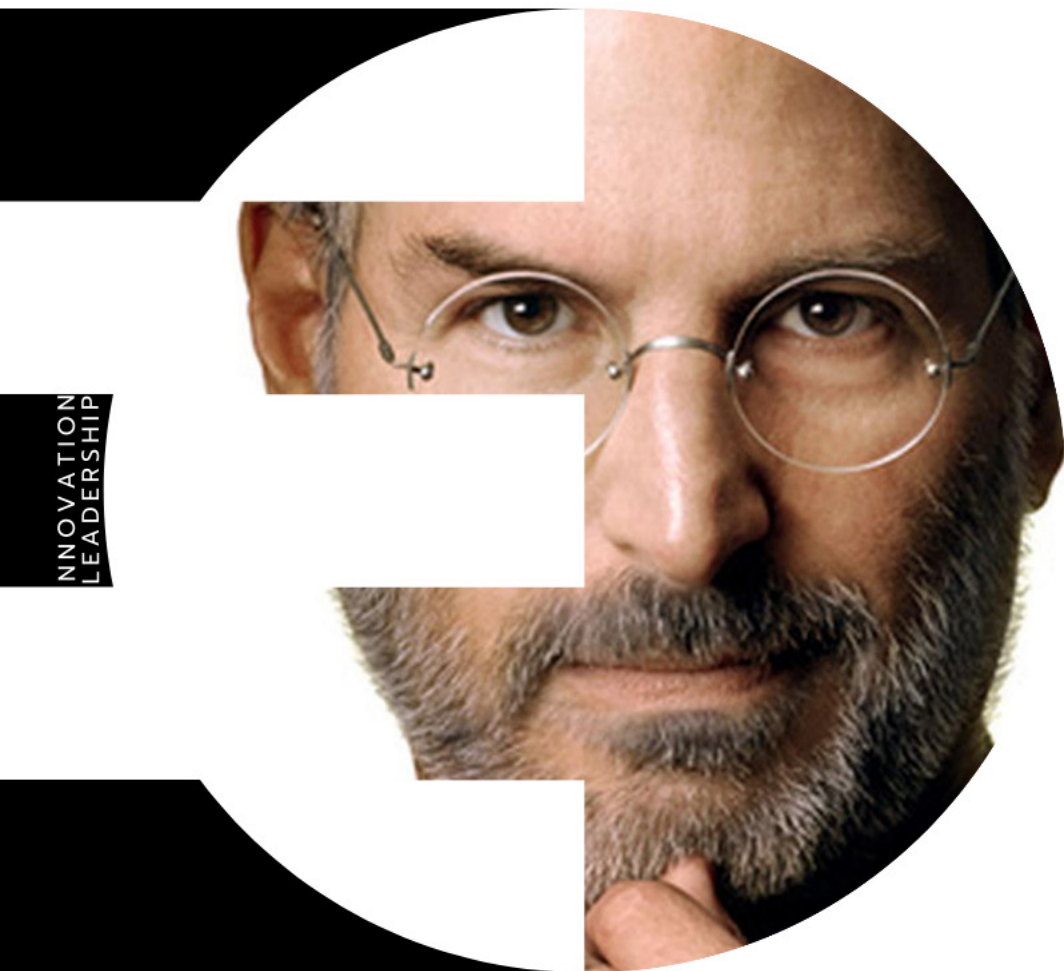
**Uber**



# Questioning

What if money were no object?  
Technology were no object, what  
kind of product would we create?

**Steve Jobs**



# Questioning

What if we were legally prohibited from conducting any future business with our current customers? How would we make money next year?



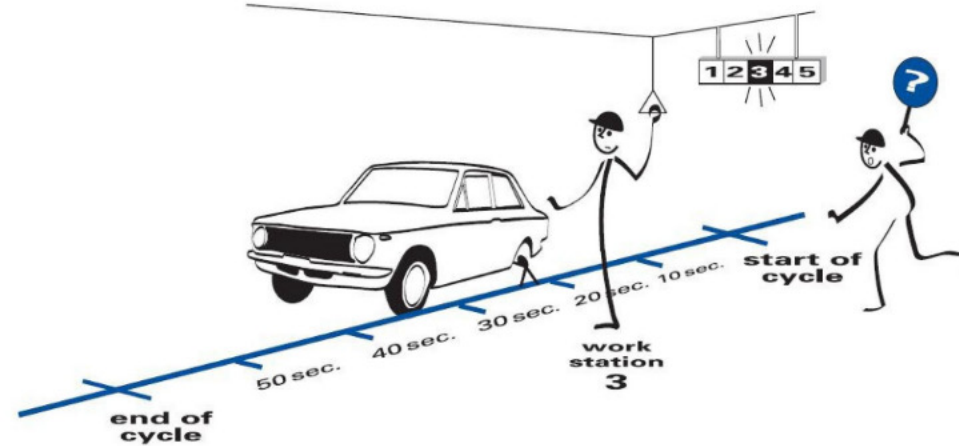


# Observing

And then you need to spend more time observing in what I call the three C's,

-  **Customer**
-  **Competitors**
-  **Countries**

And you're also trying to understand, what is the job that whoever you're observing is trying to get done?



Fixed-position stop system.

For example, at Toyota, in every plant there's a cord, it's called an Andon cord, that can be pulled if someone sees a problem. And so if you observe a problem, you pull the cord, and then leaders in the plant converge on the problem, they observe what's going on, and they jointly problem solve through observing.





# Networking

different backgrounds, and bringing your background with their background together to focus on, perhaps, a common problem is a way to come up with, really, a new way to solve the problem

# 09

## iDEA

### Evaluation and implementation



## THE INNOVATOR'S METHOD



**Conceive a  
creative idea**

**The Problem**

**The Solution**

**Business  
Model**

# The problem

a problem that a customer's  
willing to pay for.



you don't want an iron, you don't want an  
ironing board, you want pressed clothing

**Functional**

**Social**

**Emotional**

# The Solution

## Product Prototype Virtual Prototype

is basically your idea about how that might work and to learn from the customer insights







# The Solution

## Minimum Viable Product "MVP"

A basic working version of the product



**Prototype**



**MVP**



**Full product**







The Airbnb team decided to prove their assumptions through the use of an MVP. They did this by offering cheap accommodation during the San Francisco Design conference. This information was posted on a simple landing page. The need for a service like Airbnb was overwhelming so users latched on to the site immediately.



# Business model



But once you have a solution, you now have to take it to market. You're not done yet.

**Business Model Canvas**

## ***Being a leader of innovation***

used by individuals who really understand how to lead the innovation process. And what you have to understand is that, the way you lead an innovation process is very different than the way you lead a traditional management process.

***Next Step***

***Ask Yourself***

What do I do differently tomorrow?

***Thanks***