

# Innovation

IntegrateHR - Human Resource Consulting and Systems



## About Innovation

The need to create and maintain a sustainable competitive business in the complex and fast paced business environment of the 21st century is a key issue facing many of us.

What is becoming increasingly clear is that the simple repetition of what has been successful in the past is no longer enough to ensure future viability. The shapers of culture in an organisation, its leaders and managers, need to create an environment in which the qualities of creativity and innovation can flourish.

Research has shown that the linkages between the corporate culture of an organisation and its innovative capacity are unequivocal. The encouragement of innovation and innovative behaviour by the workforce must be a key objective of management – an appropriate organisational culture will facilitate innovation.



## The Importance of Innovating

*"Not to innovate is to die."*

Innovative businesses are on average twice as profitable as other firms and the development of innovative products and services is a primary key to competitive advantage. Increased competitiveness, reduced costs and the overall satisfaction of employees are all additional reasons for organisations to be innovative.

Innovation is a crucial element in the marketing success of organisations and those that are more innovative grow more quickly with their profits and growth being more resistant to downturns in economic cycles.



## Why IntegrateHR?

Our Consultants and Associates have considerable experience in helping a wide range of organisations understand both their corporate culture and their innovative capacity; and are highly skilled in advising organisations how to enhance their innovative capacity through culture change.

With a depth of knowledge and implementation expertise we can help your organisation reap the benefits of becoming more innovative.



## How We Can Help

Developed in conjunction with ICSC Ltd., a leading innovation consultancy, InnovoQuest is a proprietary web-based diagnostic tool designed to help organisations enhance their innovative capability by understanding and modifying its corporate culture.

InnovoQuest establishes the dominant corporate cultures and the degree of innovative capability behaviour displayed by an organisation at a given time and is based on a conceptual model developed during doctoral research investigating corporate cultures and the innovative capacity exhibited by organisations. The research showed that the two were linked, the innovative capacity of the organisation being dependent on its culture.

Providing secure and confidential access 24/7 from any internet-connected computer InnovoQuest has become a market leader for its functionality, versatility, reporting capabilities and ease of use.



## Dr. Sian Watt

Dr. Watt's doctoral research focused on the linkages between innovation, innovative behaviour and corporate culture in organisations through the development of a conceptual model that is the basis of the InnovoQuest system.

Sian is recognised through her Ph.D. as a leading thinker on innovative behaviour and corporate culture. She lectures world-wide and carries out research in her chosen field producing publications and presentations that focus organisations towards understanding the link between culture and innovative behaviour and how it impacts their performance.

