



# Fostering an Innovation Culture

Success in innovation depends strongly on the relationship between an organisation's culture and effective innovation practices. Mismatches between an organisation's culture and its innovation objectives are a common cause of failure to achieve these objectives. The aim of this masterclass is to introduce participants to an ecosystem perspective on innovation. The session also highlights the implications of this ecosystem perspective for the characteristics of an organisational culture that fosters innovation, and the relationship between an organisation's culture and effective innovation practices.

## *Recommended audience*

This masterclass is designed for leaders and managers who want to:

- Leaders or managers of innovation or as formulators of policy who want to enhance their knowledge of the practice of innovation
- Executives looking to improve their ability to lead or manage innovation strategically

## *Key benefits*

By the end of this masterclass, participants will be able to:

- Identify the key characteristics of a organisation's culture that foster innovation
- Relate these characteristics to effective innovation practices
- Examine an organisation against these cultural characteristics for action in priority areas

## *Topics to be covered*

- Types of innovation
- Innovation ecosystems and their role in the development, adoption and diffusion of innovations
- Key characteristics of an organisation's culture that foster innovation
- Cultural tension and different types of innovation

## *Length of session*

One half-day of combined short interactive lectures and group discussions

