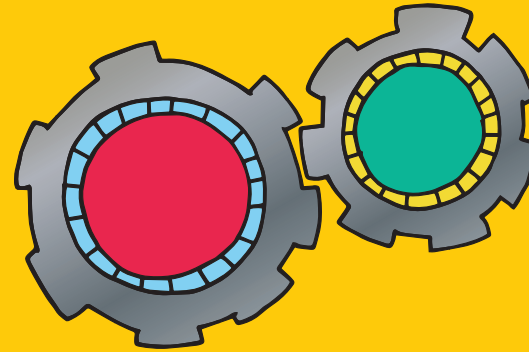


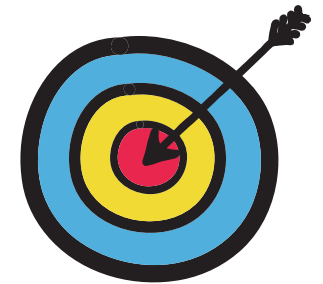
focus u

ALL
ABOUT
YOU!



Inspiring Innovation

at Work



**“When the winds of change blow,
some people build walls and others build windmills.”**
– Chinese Proverb

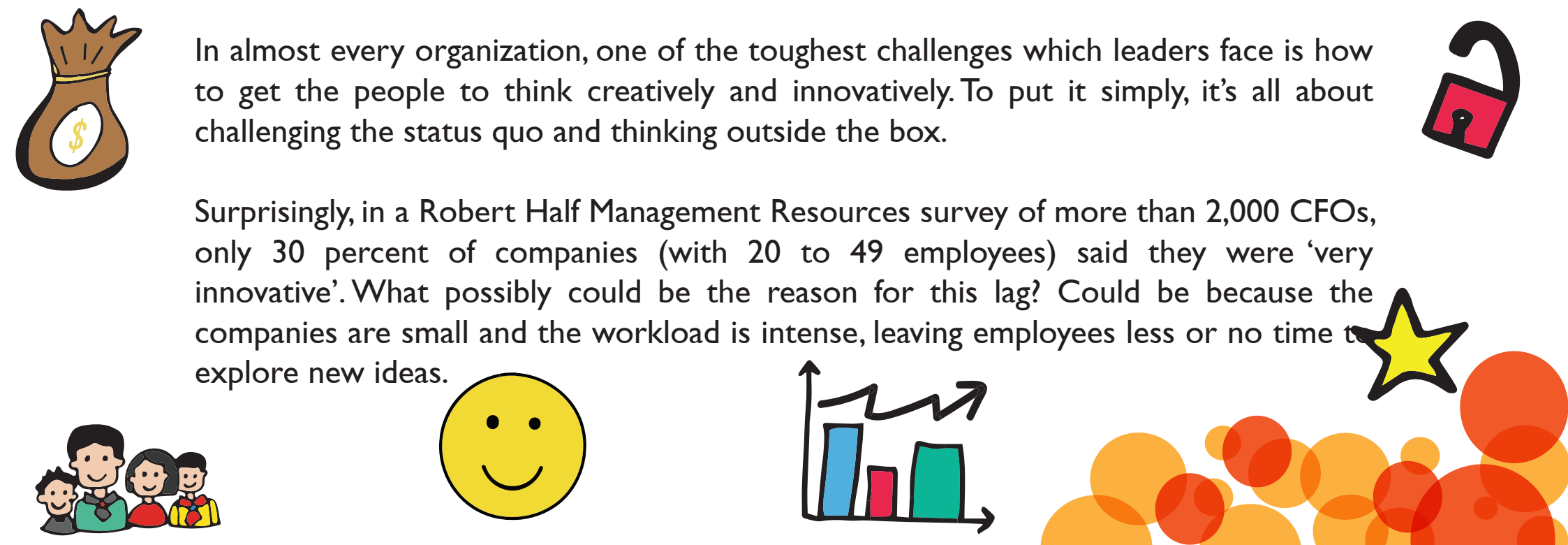


If you dream of doing something new, you'll have to let go of the old school practices, and this is how Innovation is born.

One good example is Huawei, which started as a mobile accessories manufacturer but its spirit of innovation led it to become a major player in the mobile phone industry. According to Huawei, the company's innovation journey started with a simple question: How can they solve their customer's biggest pain points – battery power and low-quality camera photos.

In almost every organization, one of the toughest challenges which leaders face is how to get the people to think creatively and innovatively. To put it simply, it's all about challenging the status quo and thinking outside the box.

Surprisingly, in a Robert Half Management Resources survey of more than 2,000 CFOs, only 30 percent of companies (with 20 to 49 employees) said they were 'very innovative'. What possibly could be the reason for this lag? Could be because the companies are small and the workload is intense, leaving employees less or no time to explore new ideas.





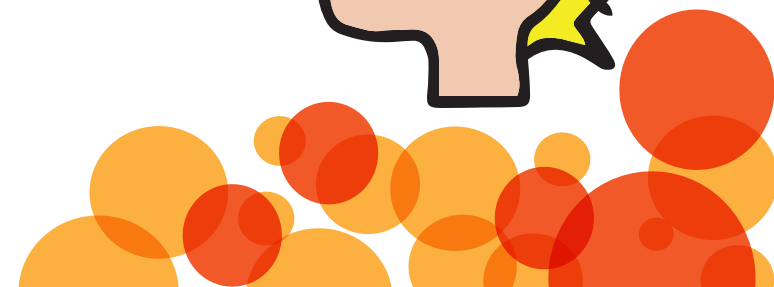
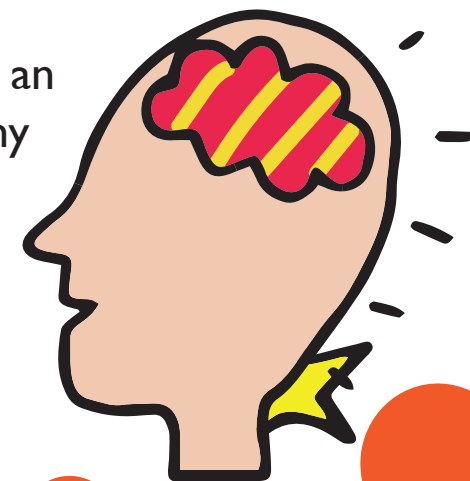
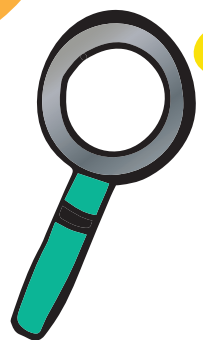
Whatever be the reason, creating a culture where innovation and ideas flow should be a priority for each organization, big or small.

Here are a few Brilliant Examples of Creative & Innovative Corporate Cultures

#Google

Google has set the pace for many startups by nurturing a culture of learning, creativity, and innovation. The company offers free meals for everyone, organizes regular team excursions, offers financial incentives, organizes workout sessions, encourages employees to attend conferences, and what not.

Google is one of the finest examples of companies which are fostering an employee-first culture at work by encouraging work-life balance. The company gives space to employees to take chances at being creative, thereby opening up new doors to greater innovation. Some of the biggest innovations at Google like Gmail and Google News came from employees working on their





20% time off from work.

<https://www.youtube.com/watch?v=9No-FiEInLA&feature=youtu.be>

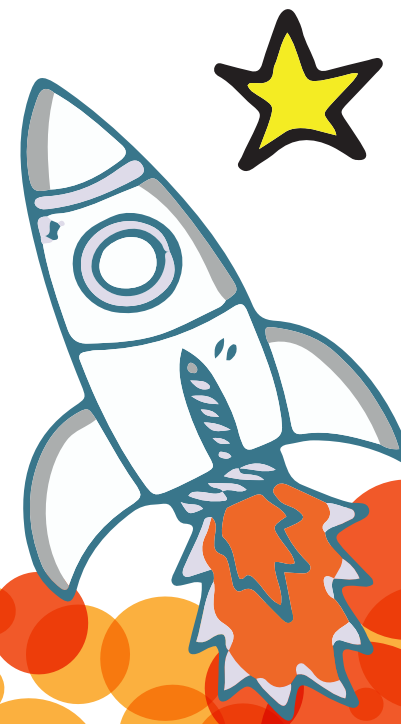
#Facebook

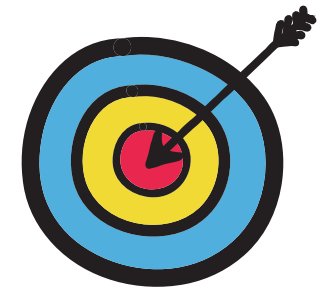
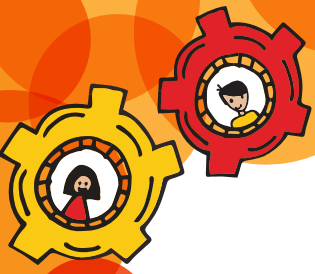
Another company we can't but talk about is Facebook. This social networking firm boasts of a unique corporate culture where employees have facilities like food, stock-options, open working spaces, laundries on the spot, etc. Facebook fosters a competitive culture wherein employees are encouraged for teamwork and open communication, that in turn helps them in their growth and personal learning.

<https://www.youtube.com/watch?v=V-tSYIh-U3c&feature=youtu.be>

#Amazon

Amazon's internal website for employees features a virtual idea box, similar to an old suggestion box, where employees can freely submit ideas, no matter big or small.





#Airbnb

Airbnb encourages cross-communication between teams and allows its employees to switch roles within the organization.

Looking at the above examples, we strongly believe that it's imperative for leaders and executives to create a work environment where people feel they are empowered and free to liberate themselves and think innovatively. Innovation inspires the ideas of the future and ensures that progress is constant.

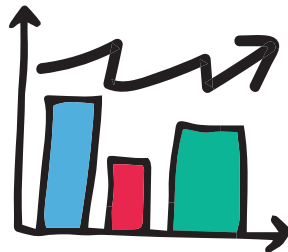
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7 Types of Innovation

Peter Drucker, known as the father of management consulting, has identified seven sources of innovation in his book “**Innovation and Entrepreneurship**”.

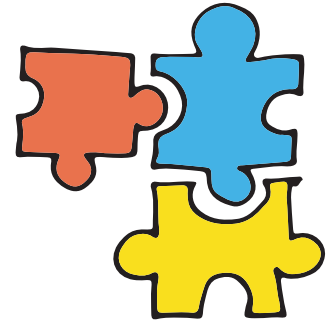
The Unexpected – Encouraging employees to get out of their comfort zones can spur creativity. A leader should always encourage the teams



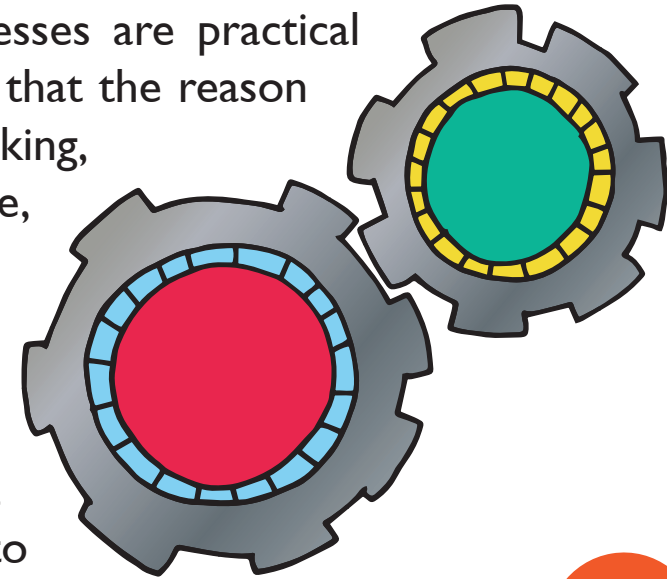


to look for the unexpected and unexplored opportunities.

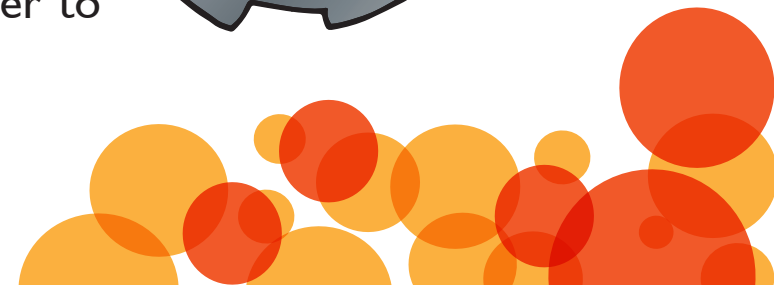
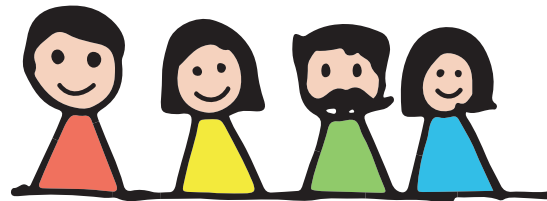
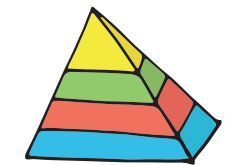
The Incongruity – When the real world fails to meet or match our expectations, here's when we can discover new insights. Facebook was wise to note what Myspace was versus what it should be, and thus built that platform. The end result is what we all know.



Process Need – The weak spots in an organization or its processes are practical opportunities for innovation. Imagine a restaurant which identifies that the reason for long queues/increased wait times is the delay in table order taking, and thus appoints new stewards and the problem gets solved. Here, innovation comes from identifying weak links and eliminating them.



Industry and Market Structure Change – In this digital age, the business landscape is in continual flux. New products, new policies, new disruptions are a part of our daily lives. Industry and market challenges do shake up businesses but they also have the power to





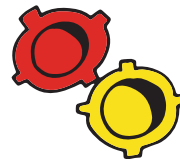
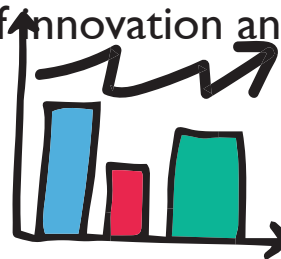
encourage people to explore and innovate.

Demographics – Demographics is also key to innovation because each generation of employees have different perspectives and values, and each generation demands different things. For example, offering workplace flexibility and encouraging creativity in the workplace can help you retain millennial workers.



New Perceptions & Perspectives – Over time people change and so does their attitude and perception towards people and things. With the growing involvement of technology and the power of social media, these changes are happening even faster. Change in perception also gives way to innovation and creativity as you start looking out for something new or different.

Novel Knowledge – It's all about finding better ways of doing things and improving processes through new knowledge that has been gained over the years. Take an example of Intel, a company which is constantly paying attention to new knowledge in terms of both academic research and R&D, to find continual sources of innovation and ultimately success.





Why Should Leaders Inspire Innovation in the Workplace?

Limitless Idea Generation

Creative and innovative employees transcend the limitations of the 'we always do it this way' attitude and are more inclined towards thinking and working differently. They are always on a lookout for new and innovative ways of doing even the routine tasks.

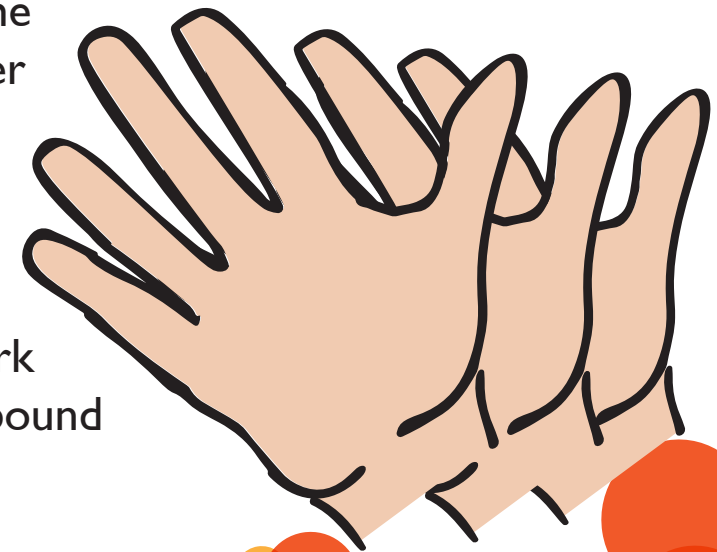
Big-Picture Improvements

Creative and innovative team members not only spend their time and energy on improving the existing systems or processes, rather they take a step ahead and focus on larger perspectives. They are the ones who look at the bigger picture.



Ownership and Loyalty

When employees get the freedom to impact their work environments and see their ideas converting to action, they are bound





to get motivated and encouraged to perform better and take more ownership at work.

Here are a few more benefits:

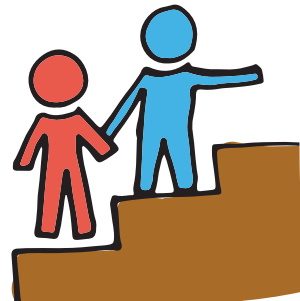


The benefits of innovation and creativity at work are countless. We have listed down a couple of key benefits that you can gain by inspiring innovation at work:

- Increased Engagement
- Improved Team Communication & Collaboration
- Increased Employee Morale
- Enhanced Motivation & Passion
- Increased Employee Productivity
- Increased Team Bonding



Just by encouraging ideas, inspiring innovation and creativity at work, supporting open-mindedness, you can get the creative juices of your team members flowing like never before.





Quick Tips for Fostering Innovation & Creativity in the Workplace

You can't force creativity, but the right workplace culture and environment will put your team in the right frame of mind to think innovatively and act creatively. Here are five ideas to help foster innovation in your organization:

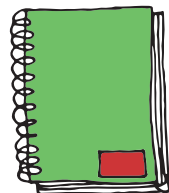
Easy does it



Flexible work environment increases your team's productivity by letting new ideas flow. Let go of the traditional 9-5 work culture and give your employees a breather and embrace their natural rhythm.

Look for people who understand your culture

Hire the people who understand your vision and align with your culture. Encourage different perspectives





and ideas as it will help you stay ahead of the curve. Someone who does not believe in the company and its culture is very unlikely to come out with something innovative at his work.

Hire people who are passionate about what they do

Bring onboard people who love and enjoy their work because only if someone enjoys what he or she is doing, they can think of ideas to make it better. Hire for attitude and passion. Skills can always be taught. Pick up any innovation ever invented – you will always see passionate people behind it.



Encourage diversity and inclusion at work

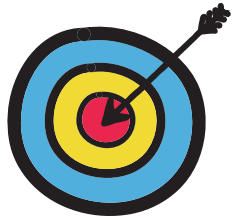
Having a team with a diverse set of ideas and problem-solving approaches can help organizations successfully move ahead to achieve organizational goals. None of us is as good as all of us. Varied





perspectives often help in throwing up fresh insights.

Organize team building activities

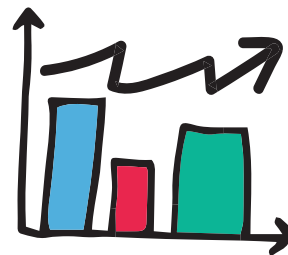
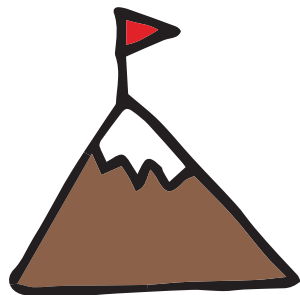


Apart from fostering team bonding and improving skills, team building activities help your team feel nice and rejuvenated. Teams that work closely together are often able to be thrash out their differing view points and be more innovative in what they do.

Organize Innovation workshops



Unlike popular belief – innovation like everything else can be taught. FocusU runs highly engaging workshops for corporates on Experiential Innovation, Innovation Mining and Design Thinking. Put your team through one such session and see how it goes!





We work to make workplaces better, more engaging, and more focused.

Programmes customised according to company requirements to meet the varied needs of their stakeholders

Click on the link below to find sample



Explore The Inspiring Innovation at Work



About FocusU

We are a company inspired by Walt Disney. We believe that, **“Laughter is no enemy to learning.”**

We have defined our core values by the acronym C.H.O.P.S. Care, Humility, Openness, Passion and Safety are hence not just plain words for us but a belief system that defines who we are as individuals and as an organization.

We seek to make a tangible difference in the client organizations we work with. We are so madly passionate about what we do, that we put up our promise to our clients right on our homepage: “Happy or Free” we say. If at the end of any engagement any of our clients were to say they are “not happy”, we believe we have not earned the right to charge them anything.

We love meeting new clients and strive to add uncommon value in each of our engagements.



Lets get talking!

Do write in at:

hello@focusu.com

