

*How to ensure your  
organisation is a*

**DYNAMO**

***not a  
DINOSAUR!***

*Innovation*  **EDGE**



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**A culture of innovation makes an organisation adaptable and relevant in a fast moving world. It is the new success factor.**

*We have found from working with many different kinds of organisations that there are five common challenges they face when trying to create an organisation wide culture supportive of innovation and creativity.*

## THE ORGANISATION LACKS:



### 1. A WORKABLE STRATEGY

Most organisations have reference to innovation in their strategic plan but it doesn't get translated into the actions, steps and processes that transform the organisation.



### 2. INNOVATION COHESIVENESS

People at all levels in the organisation are not on the same page in their understanding of what innovation is, how to do it and what is expected of them in relation to innovation performance.



### 3. CLEAR DIRECTION

Most organisations don't have the instruments to conduct a meaningful audit of their innovation culture and capacity. So they are not sure where to start and how to proceed when it comes to developing innovative practices throughout the organisation.



### 4. EASY-TO-USE TOOLS

They don't have an arsenal of ready-made tools and easy-to-apply frameworks, templates and models that will help to kick-start and sustain innovation efforts.





### 5. INNOVATION ENABLED LEADERS

The leaders and supervisors across the organisation have not been upskilled sufficiently to be confident about how to lead FOR innovation and create a culture in which creativity and innovation flourishes.





## WE SOLVE OUR CLIENTS' CHALLENGES BY:

-  Giving them very clear insight into where the innovation gaps are in the organisation and how to address them.
-  Creating a shared vision of the future of the organisation and how that can be achieved through innovation.
-  Upskilling organisational leaders with cutting edge current best practices when it comes to innovation so they are confident to lead for innovation.
-  Motivating the workforce to be engaged in the innovation imperative.
-  Providing them with tools strategies, templates, checklists, frameworks that make organisation-wide innovation easy.

## WE CREATE ORGANISATIONS THAT ARE:





# WHO IS DR IRENA YASHIN-SHAW?

Leaders at all levels seeking to inspire, lead and embed innovation in their teams and workplaces have a powerful resource and ally in Dr. Irena Yashin-Shaw. A highly experienced, qualified and respected corporate educator, mentor and professional speaker, she thrives on demystifying, enabling and facilitating innovation and creativity. Her mission is to empower leaders to do the same so they can bring transformational change to their workplaces.

Prior to starting her own consultancy Dr. Irena was a Senior Research Fellow and academic at *Griffith University* where she worked on a number of university-wide strategic improvement initiatives while lecturing in various academic programs. Her Doctoral research was in the field of creative problem-solving that feeds innovation. And she also holds a Master's degree in Adult Education.

Now working nationally and internationally Dr. Irena has a rare combination of deep academic knowledge and real-world entrepreneurial experience. With her high-level skills in communication, education, innovation and creativity she is well placed to help leaders develop strategic approaches to innovation, continuous improvement and creative leadership. The result? Increased productivity, creative thinking and innovative outcomes.

Recognising that innovation and creativity are key success factors in the Twenty-First Century workplace Dr. Irena has developed a suite of programs designed to upskill leaders so they can serve at their highest level to create high-performing teams and vibrant workplaces.

Irena has trained, mentored and inspired more than 5,000 leaders globally to become more innovative. Her breadth of experience means that Dr. Irena can adapt her strategies and approaches to suit the needs of her diverse clients. She now works with small groups of committed leaders who want to master innovation leadership in order to produce real and tangible outcomes in their organisation.

A committed lifelong learner, Dr. Irena practices what she preaches constantly updating her knowledge and skills to ensure that leaders who work with her have the benefit of cutting edge information, intel and insights about leadership, innovation and creativity.

*Doctor of Philosophy (Griffith University)*

*Master of Adult Education (Griffith University)*

*Bachelor of Arts (Qld University)*

*Associate of Trinity College London*

*Performers Cert Effective Communication (Trinity)*

*Diploma of Teaching (QUT)*

*Certified Speaking Professional (PSA)*

*Fellow of the Australian Institute of Management*

*Certified Learning and Development Practitioner*





# TESTIMONIALS

We engaged Dr Irena Yashin-Shaw of Innovation Edge to assist us to develop and sustain a culture of innovation in QCT. Dr Yashin-Shaw delivered a program over a 9 month period that consisted of a variety of components which included data collections, workshops, seminars, on-line tools and resources and a series of relevant tasks and projects to build momentum for innovation across the organisation. The quality of Dr Yashin-Shaw's work was exceptional. She is an engaging facilitator who ensured that everyone contributed to the issues identified. She has extensive knowledge and understanding of innovation and how to create an environment within an organisation for innovation to thrive. Not only did the participants find the workshops informative, they also found them fun. There were immediate benefits for the QCT from Dr Yashin-Shaw's work. The benefits included enhanced communication and relationships across the organisation with much greater willingness of staff to contribute ideas and participate in making innovation happen; thinking differently about the challenges facing the QCT; increased confidence of staff in calculated risk taking and an increased capacity of staff to use different tools and process to develop options for innovative solutions. Processes were put in place to ensure the longevity of the program and that the innovation momentum is sustained. Participants of the workshops enjoyed Dr Yashin-Shaw's warm personality and her willingness to ensure their needs were met.

**John Ryan.**

*Director, Queensland College of Teachers*

As a result of participating in Dr. Irena's Innovation program I realised that we needed to be more strategic in our approach to innovation in our organisation. Consequently we have adopted a more systematic, formalised and structured process for innovation which has given us a good plank for future growth and progress. Our entire staff now helps drive innovation which has resulted in more organisational depth and knowledge capture.

**Bruce Cage.**

*Managing Director, Trelleborg Engineered Systems*

Dr. Irena is highly knowledgeable. We have used the information from the innovation program on an organization wide basis to become much more strategic about how we innovate. Our staff is now being proactive rather than reactive. The innovation toolkit helped us to clearly articulate our strengths and weaknesses and to shed light on problem areas. It has been a good stepping stone to changing the way we approach things in the business. The innovation workshops helped us to crystallise our thinking about what our needs actually were. What we really liked about this program is that it helped us to look right across the business in a holistic way. That means that we got the big picture.

**David Greenhalgh.**

*General Manager PPW Steel Fabrication and Welding Pty Ltd.*

We have implemented a number of changes in our business over the last few months as a result of participating in the Innovation program with Dr. Irena. One particularly important step forward has been to make innovation the responsibility of everyone in the organisation, not just the CEO.

**Cherry Rankin.**

*Company Director, Harris Products Group.*

Dr Irena Yashin-Shaw's innovation program enabled our leadership team to reflect on our current leadership practices and gave us key strategies to change our mindset to lead for innovation. Practical tools and models were provided to change the culture within our school to allow for and inspire creative thought. Strategies to motivate staff to build energy and momentum for an innovation mindset were also very useful. Having my school leadership team go through the program saved us weeks of time and effort in getting the team aligned and pointed in the direction we wanted.

**Peter Hoehn,**

*Acting Principal, Bray Park State High School*

## DR. IRENA HAS WORKED WITH MANY DIFFERENT KINDS OF ORGANISATIONS

- Government :** Dept of Transport and Main Roads. Australian Institute of Sports. The Business Innovation and Improvement in Government Network (BIGG). Centrelink. Queensland Mental Health Review Tribunal.
- International :** King Abdullah the 2nd Centre for Excellence Jordan. National Economic Advisory Council (NEAC) Malaysia. National Institute of Public Administration (INTAN) Malaysia. University Teknologi Malaysia.
- Education :** Centre for Educational Leadership and Innovation. Independent Schools Queensland (ISQ). Teacher Training Aust. Southern Queensland Institute of TAFE (SQIT). Aust Library and Information Assn. UQ.
- Manufacturing:** Radio Active Avionics Pty Ltd. Ecospill. Multi Farming Systems PTY LTD. Mox Products. Laserdyne Technologies. Goodwill Engineering. BlueScope Steel. Stramit Building Products. Auschilli Pty Ltd.
- Corporate :** 3M. The Improve Group. Harvey World Travel. OSD Pipelines. Teachers Union Health Society. ThyssenKrupp Polysius Australia Pty Ltd. Queensland Urban Utilities. North Qld Bulk Port Corporation.
- SME :** Green Building Concepts Pty Ltd. GreenBizCheck. Metlink Pty Ltd. Wedgetail Services. Solarwise. SISACS. The Purely Group. Fremantle Chamber of Commerce. Intermix Australia Pty Ltd. Matilda Internet. Agree Air.





**BE A LEADER  
NOT A LAGGARD!  
LET INNOVATION EDGE  
BE YOUR INNOVATION  
ACCELERATOR!**

***"Innovation is the only insurance against irrelevance."  
Gary Hamel***

Today if your organisation isn't adaptable and agile, then it is only a matter of time before it becomes a dinosaur. Creating a *culture of innovation* has emerged as the new success factor in organisational sustainability, relevance and rigor.

Australian research shows that high performing workplaces take innovation seriously. Innovation can't be left to chance, it must be threaded through the fabric of the organisation to become part of its DNA. The success of such an approach is *'high involvement innovation'* where everyone in the organisation sees innovation as their responsibility rather than a 'leadership only' task.

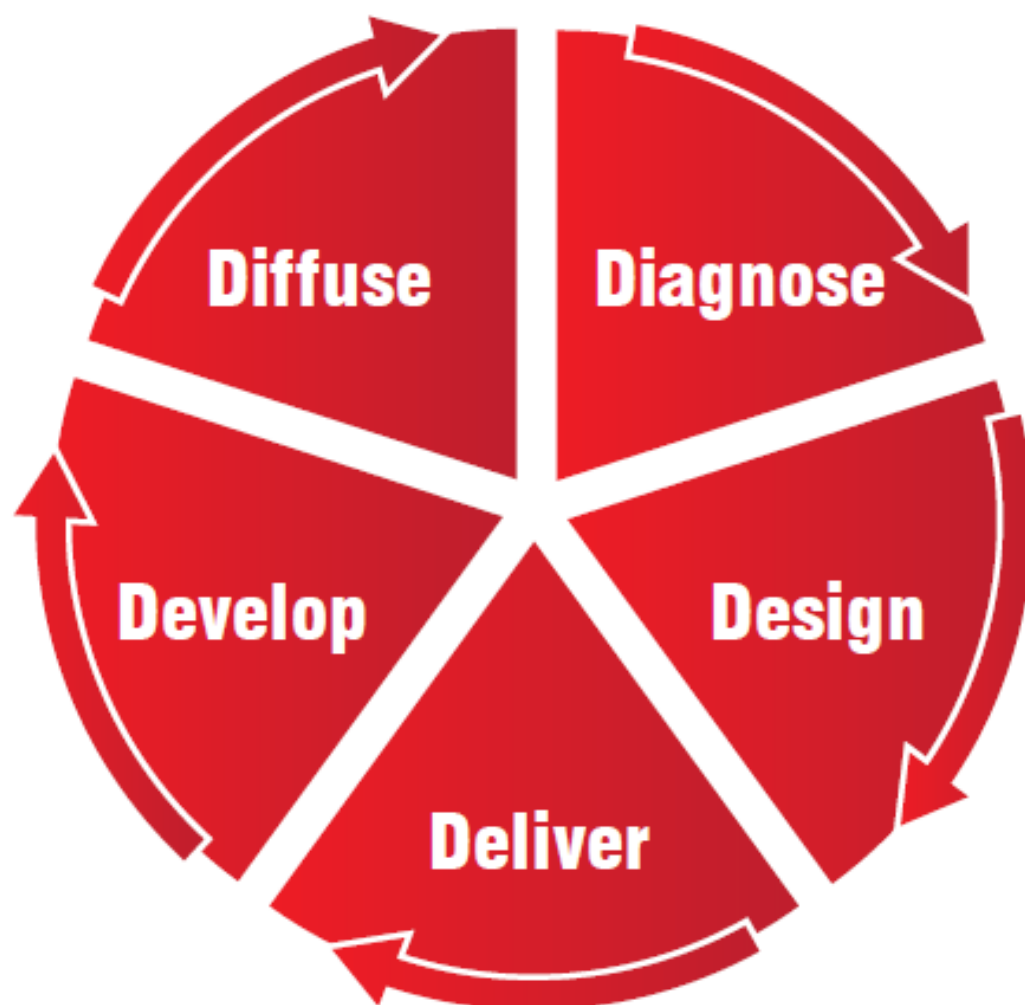
### ***Do you want to:***

- Open the channels of communication in the organisation so that innovation can flow more freely?
- See employees more actively and proactively participating in the innovation imperative and using their untapped potential to move the organisation forward?
- Educate your leaders about innovation and creativity so they have the skills needed to create a culture of innovation?
- Promote innovation as an integrated and systematic practice throughout the organisation for continuous improvement?
- Create a responsive, flexible and agile organisation that can be adaptable in a fast changing world?

**If you answered yes to any of these questions  
then we can help you.**



***Our Simple But Powerful***  
**5D INNOVATION METHODOLOGY**  
***Makes It Easy To Step Through The Innovation Lifecycle.***



**The end result is success!**

**1**

You have peace of mind knowing that your organisation is performing at the highest possible level.

**2**

You have an engaged, motivated staff who proactively look for innovation opportunities.

**3**

You have a clear roadmap that enables you to chart your journey.

**4**

Your innovation efforts get ROI quickly because of the tools and resources you have.

**5**

Your leaders have the skills to carry the organisation forward confidently.





**"Purpose must be deliberately conceived and chosen, and then pursued."  
Clay Christensen**

## Step 1: Diagnose



A doctor wouldn't dream of beginning treatment without a diagnosis. Similarly when looking to focus innovation efforts, a comprehensive audit provides a clear starting point. Innovation Edge provides an on-line survey which is completed anonymously by all employees. What this does is:

- Identifies the innovation readiness of people throughout the organisation.
- Clarifies different perceptions among staff and leaders.
- Reveals innovation opportunities in the organisation.

This process makes the invisible, visible by identifying gaps and assumptions. It is the first step to ensuring that an intervention will succeed. It also means that attention and resources are channelled where they will have the most impact. You will be provided with the results of the data along with a debrief to discuss what it means to your organisation.



## Step 2: Design



Once information from the data collection has been processed and other relevant data have been collected we design and customise your innovation program in consultation with you. We ensure that:

- It exactly meets the needs of the organisation.
- Supports your strategic goals.
- Inspires your people to engage in innovation.

Dr. Irena Yashin-Shaw founder of Innovation Edge, is a highly skilled knowledge designer and will ensure that your program yields the intended outcomes.







**"The thing I learnt at IBM is that CULTURE is everything."**  
**Louis Gerstner.**

## Step 3: Deliver



Program delivery is via a number of different channels such as:

- Face-to-face workshops and seminars.
- On-line channels such as webinars, downloadable resources and collaborative platforms.
- Customisable tools and frameworks.

The education part of the program is built on cutting edge practices and principles to ensure high engagement and high involvement.

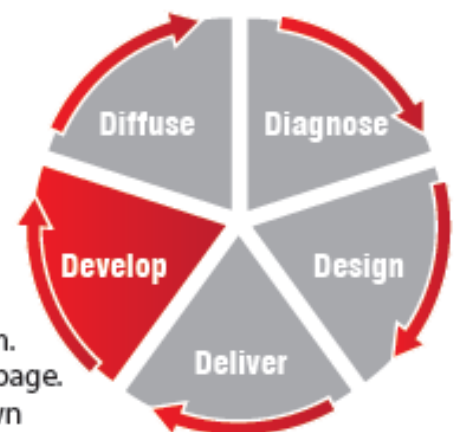


## Step 4: Develop



A key component for organisational success is the skill levels of the leaders within the organisation. If the leaders are not upskilled and confident in leading innovation then innovation efforts will be ad hoc, uncoordinated and of limited value. In this part of the program your leaders learn:

- How to lead Innovation as well as how to lead FOR innovation.
- The language of innovation so that everyone is on the same page.
- How to adapt the tools and frameworks provided for their own contexts so that they get traction quickly.
- Processes for effective collaboration and working across boundaries.
- How to create an embedded culture in which innovation can flourish.



All leaders undertake negotiated projects which are part of their existing responsibilities to which they can apply the innovation principles they are learning. The intention is to get worthwhile, high value outcomes for the organisation as quickly as possible.







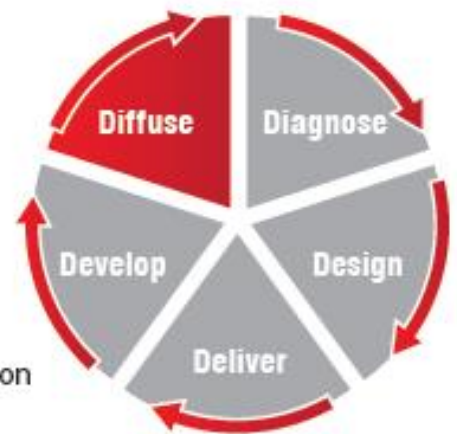
**"If the rate of change on the outside exceeds the rate of change on the inside, the end is near."**  
**Jack Welch**

## Step 5: Diffuse



The final step is to diffuse the Innovation capacity and responsibility throughout the organisation. We help leaders to:

- Communicate the expectation that innovation is everyone's job.
- Harness the creative problem-solving skills of their team members to unlock potential
- Be the conduits and catalysts for enabling and disseminating innovation
- Generate momentum for innovation efforts so that they become self-sustaining
- Embed Innovation so that it becomes the new normal.



This is the step that ensures long term, active employee participation in the innovation imperative. Innovation becomes an integrated and systematic practice - essential for organisations wanting to succeed in today's innovation age.

**"Innovation isn't a department or even a process,  
it's a state of mind."**  
**Dr. Irena Yashin-Shaw.**



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## TAKE ACTION NOW

In a fast moving world delayed decisions come at a cost. Request a complementary innovation strategy session with Dr. Irena now to discuss how we can help your organisation be a **DYNAMO**.

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