

EVIDENCE-BASED INNOVATION LEADERSHIP

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EVIDENCE-BASED INNOVATION LEADERSHIP: CREATING ENTREPRENEURSHIP AND INNOVATION IN ORGANIZATIONS

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INVESTOR IN PEOPLE

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Foreword

This book provides an introduction to entrepreneurship and innovation-management. In this book we have developed 50 reflection tasks preceded by some case letters¹ to help readers understand the material in the book and hopefully become better innovation leaders. The reflection tasks are based on process-pedagogy.² This means here that the readers would ideally learn by working with others on the reflection tasks in the book and present some of the results in plenum in order to develop their communication skills. In order to help the readers to be creative when solving the reader reflection tasks we have developed 10 strategies for thinking creatively, 20 methods for stimulating creativity, and 40 creative techniques, shown in the appendix.

The case letters within the reflection tasks are based on evidence from research. The case letters should be studied, even if the reader tasks are not handled by the readers.

One of the problems we face in the transition from an industrial society to a global knowledge economy is the need for a new breed of leaders and a new understanding of leadership. Creativity in organizations is traditionally considered to be the domain of the research and development (R&D) department, and design and marketing functions. The consequences of this way of thinking are that creativity, innovation, and the implementation of innovation have not been a part of everyday life throughout an organization, but rather things that are the responsibility of a few people often located in departments far away from the “front line.” It is the front line that is in daily contact with users/customers, and which, in the knowledge society, will become increasingly important.

The question we discuss in the book is: How can we develop a new type of leadership in the global knowledge economy?

We suggest that the necessary conditions for this new type of leadership, which we refer to here as “innovation leadership,” are developed in a holistic model which includes the following elements: entrepreneurial action, innovative leadership, creative energy fields within the organization, high-tech wealth creation and innovation as a business process.

¹See the glossary.

²For more on process-pedagogy and for suggestions for course structures and assignments, visit my webpage: