

HOT TOPIC DISCUSSION #18 at ISPIM 2019 in Florence:

How can we drive innovation based on organisational values and culture?

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Changing customer and stakeholder values and normative frameworks such as the Sustainable Development Goals (SDGs) by the United Nations create new challenges and opportunities for innovation. **ISPIM 2020 in Berlin** will be dedicated to values-based and sustainability-oriented innovation management. As part of the preparation, we want to share and discuss:

- **organisational challenges and potentials** of innovation (culture) based on values,
- **approaches and tools** to articulate, enable, reinforce and review an innovation culture, and
- **critical issues** to be better understood and managed in order to “innovate by what we care about”.

At the beginning of the discussion, participants are invited to select from a stack of cards featuring quotes of researchers and innovation practitioners. Based on statements that resonate with their experiences, we will share stories and insights, and collect the challenges, approaches and critical issues to be explored until we meet again in 2020.

„Culture eats strategy for breakfast“ (Peter Drucker, management consultant and writer).

“Raise your arm if you don’t want an innovation culture at your organisation” (John Bessant, Professor of Innovation and Entrepreneurship).

“Values are the wellspring of innovation and value creation.” (R. Edward Freeman, Professor of Business Administration).

“In the last years we went from exploring future scenarios, to building dedicated Innovation labs to focussing on changing values and culture” (Innovation manager of a leading recycling and environmental services company).