

Unit 305 Information Pack
Contributing to Innovation and Creativity
in the Workplace



INTRODUCTION

To understand change and therefore to be able to successfully plan and implement change in the workplace, managers need to be aware of the different types of change, the origins of change and the way in which people react to and cope with change.

Change is often necessary and important so that a company remains relevant and continues to deliver viable solutions to a growing customer base. But, while a company and its executives may recognize the need for change management, employees may be resistant since change can be hard and uncomfortable.

New ideas and innovations have always been important drivers for organisational growth. In an increasingly fast-paced global economy, an organisation's ability to innovate for competitive advantage can mean the difference between survival and extinction. Interestingly, breakthrough innovations are more likely to occur when market conditions are tough, and resources are limited.

A strong awareness of the external environment and understanding the driving forces that affect your organisation is essential for effective short- and long-term planning.

Successfully leading and managing change is not one single skill; it is a range of skills – all of which can be learned. Understanding the business environment, how change will impact on all aspects of it and what will be required to reach the new state is one side. Understanding people, how they react to change and how to coach them successfully through the transition process is the other. It is in applying this mix of skills that leaders bring about lasting, transformational change.

This information pack introduces you to the concept of innovation and change and explores how to implement change within the workplace efficiently and effectively.

SAMPLE

GUIDANCE

This document is prepared to break the unit material down into bite size chunks. You will see the learning outcomes above treated in their own sections. Therein you will encounter the following structures;

Purpose

Explains *why* you need to study the current section of material. Quite often learners are put off by material which does not initially seem to be relevant to a topic or profession. Once you understand the importance of new learning or theory you will embrace the concepts more readily.

Theory

Conveys new material to you in a straightforward fashion. To support the treatments in this section you are strongly advised to follow the given hyperlinks, which may be useful documents or applications on the web.

Example

The examples/worked examples are presented in a knowledge-building order. Make sure you follow them all through. If you are feeling confident then you might like to treat an example as a question, in which case cover it up and have a go yourself. Many of the examples given resemble assignment questions which will come your way, so follow them through diligently.

Question

Questions should not be avoided if you are determined to learn. Please do take the time to tackle each of the given questions, in the order in which they are presented. The order is important, as further knowledge and confidence is built upon previous knowledge and confidence. As an Online Learner it is important that the answers to questions are immediately available to you. Contact your Unit Tutor if you need help.

Challenge

You can really cement your new knowledge by undertaking the challenges. A challenge could be to download software and perform an exercise. An alternative challenge might involve a practical activity or other form of research.

Video

Videos on the web can be very useful supplements to your distance learning efforts. Wherever an online video(s) will help you then it will be hyperlinked at the appropriate point.

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SAMPLE

[Video](#)

Benefits of Innovation

Some of the key practical benefits of innovation are:

- improved productivity
- reduced costs
- increased competitiveness
- improved brand recognition and value
- new partnerships and relationships
- increased turnover and improved profitability

Innovation enables problem solving and provides creative insight that allows you to look at things from a different perspective, regardless of whether you are developing a new product, refreshing strategy or finding an original way to stay ahead of the competition.

How you approach innovation will depend on your business. Typically, it can be an enhancement to your existing product or service, an expansion to your business or a complete change of direction - see common approaches to innovation.

Risks of Not Innovating

Doing something new, untested or unproven may seem risky. However, the biggest risk of all for a modern business may in fact be not innovating.

Reluctance or inability to improve your products or services may leave your business unable to compete, diversify or simply operate. Businesses that fail to innovate run the risk of:

- losing market share to competitors
- falling productivity and efficiency
- losing key staff
- reduced margins and profit
- going out of business

Innovation can be precarious, but the potential benefits can be vital to the continuing success of your business.

Defining Change

Change is a word we come across frequently in a wide variety of settings. In its purest form, change is 'making something different'. Webster's Dictionary offers the following definitions:

- To make different in some way - to alter,
- To make radically different - to transform; or,
- To give a different position, course, or direction.

Let us consider the following 2 quotes from the 19th Century:

'Change is inevitable. Change is constant.'

(Benjamin Disraeli)

'It is not the strongest species that survive, nor the most intelligent, but the ones who are most responsive to change.'

(Charles Darwin)

In one sentence, Darwin asserts that change has been here since time began. In primitive times, we know that humans changed and adapted to their environment to survive. As we shall see, the need and desire to survive still drives change. Indeed, from the organisational and business context, an inability to recognise the need for change and to make change that sticks can be the difference between success and failure.