



# The Max M. Fisher College of Business Webinar Series

## Sustaining Innovation in Organizations

Presented by the Fisher Leadership Initiative

### Summary

Many of us might be thankful that 2020 is behind us, but in the throes of this pandemic there was an acceleration in innovation within organizations. Our webinar on “Sustaining Innovation” shared strategies and best practices that not only were used in 2020 but can be continued to be implemented in 2021.

### Key Takeaways

#### Needs of Other



When innovating, take customers and employees into consideration by being adaptable, agile, and empathetic; showing humility; and fostering relationships.



#### Adapt Innovative Mindset



To be innovative, you must first have a curious mindset of looking for “what if”, not what you already know. Explore the possibilities and be open to differences, change and growth.



#### Value Innovation



Organizations must promote innovation as a core value at the individual level by creating a culture of curiosity and learning. One way to do this is to spread out the responsibility for innovation as much as possible rather than limiting it to the R&D.



“ When you think of these 100- year- old companies that you want to survive for the next 100 years, you’re not going to survive on the products that you’re going to make out of that innovation; , they’re going to do well, you’re going to create revenue, but you’re going to survive, because you’re going to build a process that helps you constantly adapt to what your market needs for decades and decades to come. ”

“ A great leader is to be adaptable, listen and understand what matters. While you’re still driving the business forward, you care about your employees, as a whole person, not as a way of getting work done. ”

- Jen Borrasso  
Head of Programs and Director of Program Management for Fuse, Cardinal Health

#### Legacy Systems Disruption

This pandemic has disrupted many if not all the legacy systems (i.e., working in an office). Many of these systems were in the process of changing, ad were then accelerated by the pandemic.

#### Innovation as a Process

Innovation is nothing without the capacity to change to serve customers. This process will help you continuously adapt to what your organization needs to compete in the market from decade to decade.

#### Diversity and Innovation

If you want real innovation, you need diverse thought. Studies show that teams and organizations with inherited (traits you were born with — such as gender and ethnicity) and acquired (characteristics you gain from experience) diversity will show growth and innovation within the first year.



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