INNOVATIVE WORKING CULTURE

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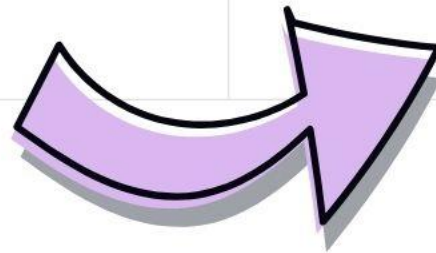12. 6. 2025

ORGANIZATIONS

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PEOPLE

CULTURE SHIFT

Traditional culture	Innovative culture
stability & control	flexibility & trust
instructions & hierarchy	cooperation & autonomy
fear of mistakes	mistakes are opportunity to learn
rigidity	agility
safety	**growth**

- roles
- leadership
- cooperation

PEOPLE

- professional development
- communication
- competencies

ORGANISATION

- values
- purpose
- vison
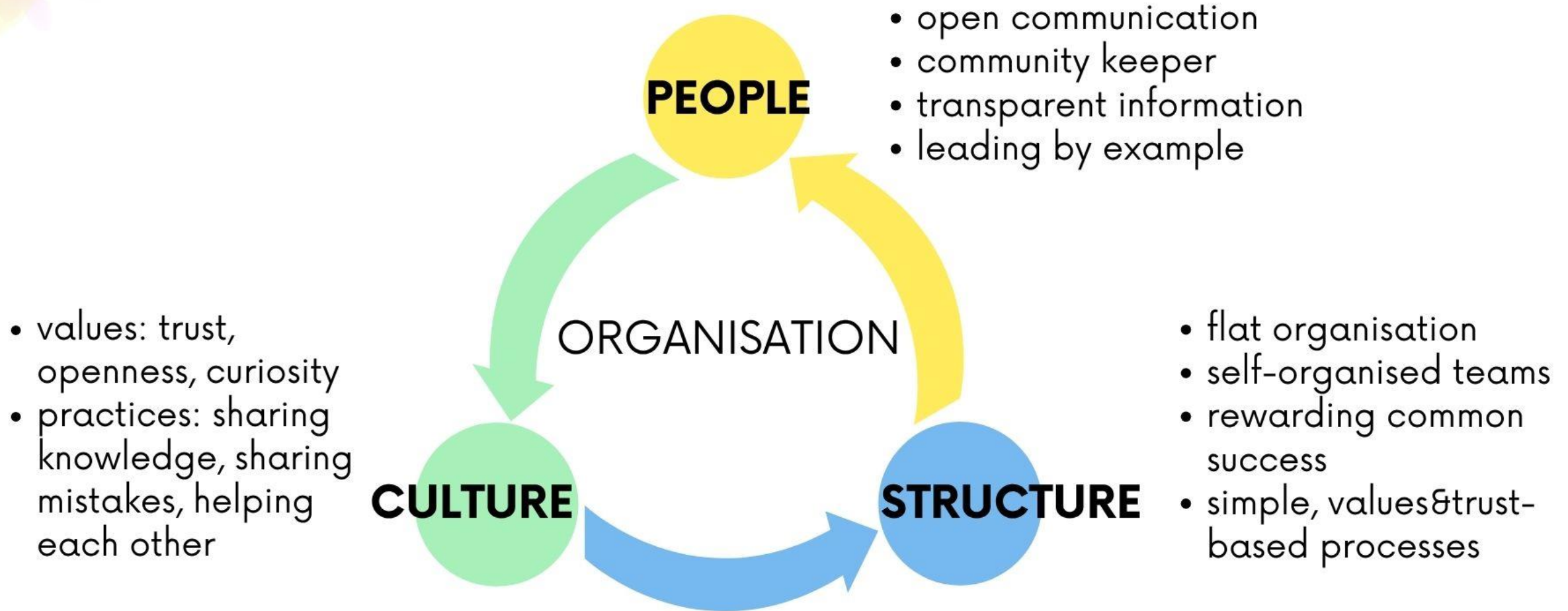- work climate
- rituals
- habbits
- norms
- everyday practices

CULTURE

STRUCTURE

- goals
- KPIs
- systems
- processes
- rules
- organisational structure
- hierarchy of authority

INNOVATIVE CULTURE

PEOPLE

- open communication
- community keeper
- transparent information
- leading by example

ORGANISATION

- values: trust, openness, curiosity
- practices: sharing knowledge, sharing mistakes, helping each other

CULTURE

STRUCTURE

- flat organisation
- self-organised teams
- rewarding common success
- simple, values&trust-based processes
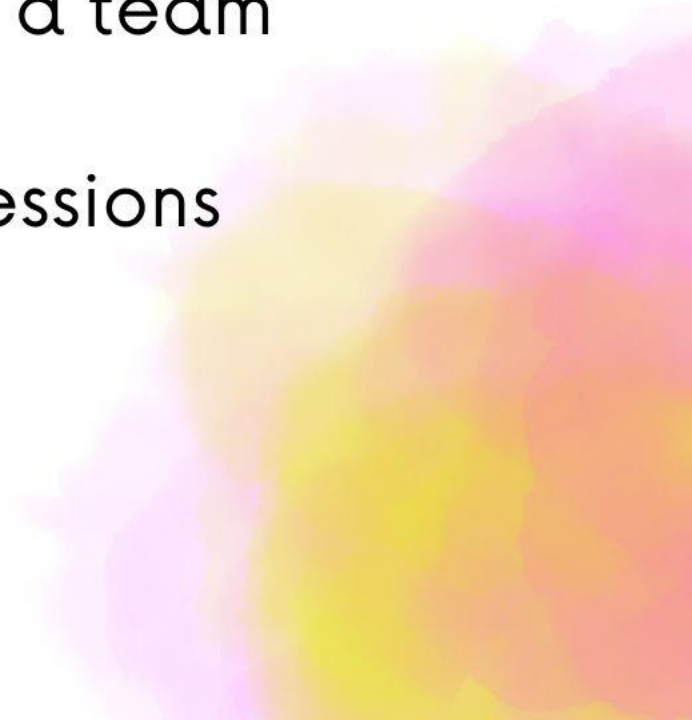
HOW TO BUILD INNOVATIVE CULTURE?

- define goals and then give people autonomy
- nurture psychological safety
- experiment with experiments
- be transparent & give all the information
- define the role of community keeper
- change often to stay flexible
- practice openness & inclusion
- support people on their path (coaching & mentoring)
- give dedicated time to innovation & growth

MODELS FOR BUILDING INNOVATIVE CULTURES

- Design Thinking: empathize → define → ideate → prototype → test
- Iceberg model: events → patterns & trends → underlying structures → mental models
- Theory of Change: goals → preconditions → requirements → assumptions → interventions → indicators
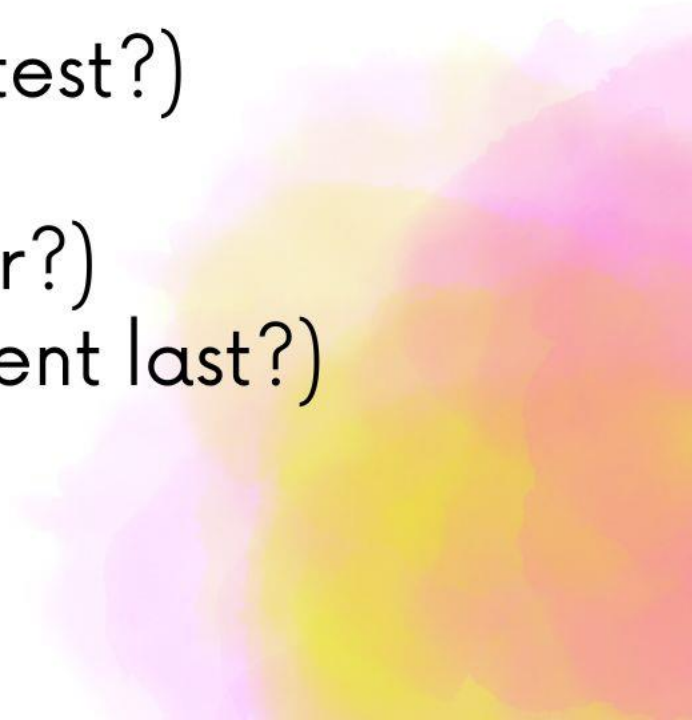
GOOD PRACTICE

- mini experiments
- buddy system
- hackathons
- problem solving groups (tactical groups)
- celebration of mistakes
- inspiring mission
- reflection time
- role swap
- Team Development Sessions

- role swap
- self-organizing teams
- wellbeing days & rituals
- reverse mentoring
- celebrating a team member
- feedback sessions
- ...

YOUR NEXT CHALLENGE

design your mini experiment for supporting / improving innovative culture

- clear purpose (why do you want to do it?)
- clear goal (what do you want to achieve / test?)
- clear activities (what will you do?)
- clear participants (who is the experiment for?)
- clear time frame (how long will the experiment last?)

LET'S BUILD INNOVATIVE CULTURES

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