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## Food for Thought at Your Labor Day Picnic

Workers are essential to innovation and success. According to the *London School of Economics (LSE)*, they're a source of ideas for new products, new services, new approaches to work, and new business models.<sup>1</sup>

Worker-led innovation must be nurtured by organizations. It requires a workplace environment that frees people to do more than they're being paid to do. The *LSE* report suggested workers need:

- *Innovation time*: Give time for creative thought
- *Broad roles*: Help employees see the bigger picture and make connections
- *Competitions and contests*: Stimulate action and innovation
- *Open communication*: Encourage collaboration and influence direction

How important is it to foster a creative environment at work? A 2014 *Forrester* study found, "...companies that embrace creativity outperform peers and competitors on key business performance indicators including revenue growth, market share, and talent acquisition."<sup>2</sup>

We believe our clients are a force for change and innovation, too. If you have suggestions, please give us a call. We're always interested in what you think.

### Sources:

<sup>1</sup> [http://www.london.edu/faculty-and-research/lbsr/employee-led-innovation#.VcT\\_3YseWJU](http://www.london.edu/faculty-and-research/lbsr/employee-led-innovation#.VcT_3YseWJU)

<sup>2</sup> <http://cooperatie-wow.nl/wp-content/uploads/2015/02/Forrester-creative-dividends.pdf>

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