Organization

Compelling vision

Innovative thinking can be improved by exposing employees to open innovation. The company's compelling vision for promoting innovative thinking relies on adopting the model of 4 C's. The four C's are courage, clarity, connectedness, and culture. The organization must have the courage of imagining the invisible and painting the picture of a positive state (Taylor, 2018). This requires deciding for the change and identifying the options. The organization must be clear in determining the goals and connecting them with the organizational goals. An innovative culture promotes employees to share ideas that will help in the creation of a compelling vision. Fostering understanding is another important step because it allows an organization to identify the role of employees (Lawson, 2001).

Innovative culture

Netflix was established in 1997 that provides internet entertainment services to the viewers. It allows the audience to watch documentaries, serials, and movies across the world.

Netflix has an innovative culture that aims at providing distinct and interactive services to customers. Open culture has encouraged employees to come up with new and creative ideas (Wharton, 2018). The culture of freedom has allowed the company to experiment with new ideas and connect the audience by offering creative options.

As an innovative leader, I believe that the organization must be able to see through the lens of big ideas. They must possess courage for taking risks and investing in new ideas.

The proposed organizational student for improving innovation stresses on building open culture. This means a least restrictive environment is provided that allows employees to use their full potential.

Employees are engaged by creating an interactive culture. There will be open discussions and seminars that will provide an opportunity for the innovative employees to share their ideas.

Steps needed for maintaining innovation momentum include; providing a clear sense of direction, reducing bureaucracy, offering open communications and rewards.

References

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