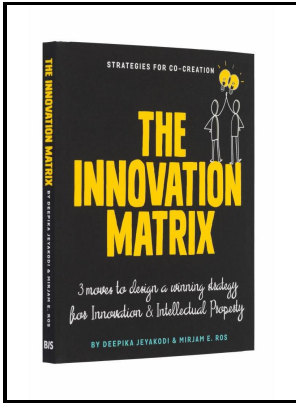


# Innovation matrix - culture and structure prerequisites to innovation

Quorum Books - me.stfw.info.cdn.cloudflare.net: The Innovation Matrix: Culture and Structure Prerequisites to Innovation (9780899309330): Herbig, Paul: Books



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Notes: Includes bibliographical references (p. [285]-305) and index.  
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## The Innovation Matrix: Culture and Structure Prerequisites to Innovation

All these factors put together makes innovation in functional organizations a tough task.

### Why Classic Organizational Design Fails to Support a Culture of Innovation

Average at Everything These organisations have managed to put in place a good innovation structure, and are generally also getting better at innovating. However, we do need to be careful, because there is a big difference between a random brainstorm and a concerted effort. These are people who want to solve problems that matter and that take them from invention to final product.

### Innovation Matrix, a powerful innovation tool explained

The list of factors influencing the motivation in an organization is technology, Complexity, Centralization and Formality.

### Creating an innovation culture

The answer is that I cannot really answer it because the matrix and the process is intended to be forward looking, not backward looking.

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