

# Risk vs. Success: Ten Ways to Boost Innovation

You cannot expect your team to be innovative if they do not know the direction in which they are heading. Innovation has to have a purpose. It is up to the leader to set the course and give a bearing for the future. You need one overarching statement that defines the direction for the business and that people will readily understand and remember. Great leaders spend time illustrating the vision, goals and challenges. They explain to people how their role is crucial in fulfilling the vision and meeting the challenges. They inspire men and women to become passionate entrepreneurs, finding innovative routes to success.

Date: 2007-12-17

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-risk-vs-success-ten-ways-to-boost-innovation-article377>