

## Action Guide

339: Overcome the challenges innovation leaders have  
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### Application Questions

1. What obstacles to innovation do you see in your organization (e.g., politics and turf wars, cultural issues, inability to act)?
2. Are you an innovation leader, whether you have that title or not? What makes leading innovation challenging?
3. What is your organization's vision? Are you thinking about the near-term, mid-term, and long-term?



### Actions to Take

#### What to Do Now

- Identify what kind of innovation your organization is or should be focused on (product/service, cultural, process), and don't try to innovate in all three categories at once.
- Balance creating short-term and long-term value. Make sure you understand your organization's long-term vision.

#### What to Do Soon

- Find out how you can get involved in an innovation network for your industry.
- Develop your people skills to have greater understanding of and influence in your organization.