

Innovation in General Management

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ABSTRACT

In business every action, innovations, contribution of employees, investment of capital in production way, controlling of risketc everything are a stepping stone to success. These all can be put into a box called management practices, where it double's up the profit of the business. These management practices are the sum of ideas which is going popularize their product or services. The management practices have diversified routes to enrich the business in which we are going to keep a keen look on the source of business i.e. human resource basically on recruiting employees, on their performance over the period of time. The second is marketing in this modern era, everyone needs an established face to survive. On the same way products are also need end to be marketed so that we can capture the market. When we move into most important pace it is finance, which is tangible source of business being the main hope of business to increase the capital attaining the profit. When we see these three components of management practices the other component which takes part in every area the "risk", many tactics are needed to controlled. As the risk grows than profit will decrease which directly affects the business to run in smooth way. When we see all internal things we also give an eye to external thing which is called general management. We can't just close the way for it, as everything has equal weight in the management practices. So we can conclude that, the more innovation in management practices the more popularization, recognition, profitability is attained.

1. Introduction

Innovation is a significant factor in economic growth. An organisation that is innovative, creative, and willing to take risks has a higher likelihood of creating organisation effectiveness. Innovation is often a technological change that outperforms a previous practice. To lead or sustain with innovations, we need to have managers who heavily concentrate on innovation network. An innovation centre of excellence is a business unit that touches the entire organization.

2. General Management

General management is a diverse field with wide range of responsibilities. A general manager must exhibit such responsibilities. The primary task of a general manager is to link action with analysis to provide an optimal outcome. General management covers various ground as far as careers goes. This includes positions as management of companies, local government management, scientific and technical consulting. Management of the affairs of the companies is the most possessed quality here. General management cover quite a range and can be in both public and private sector.

3. Innovation And Organisation

Every organisation undergoes innovation or else it is not successful. The essence of innovation is discovering what your organisation is uniquely good at, what special capabilities it posses and how it can take advantage of these capabilities to build products or deliver services that are better than anyone else. So it's the general management of the company which directs the company to attain optimum success

4. Innovation Management

It's always the great people and efficient products by them enables the company to stand out in excellence but if you dig deeper you will find another, more fundamental reason for their success that's management innovation. Innovation management includes a set of tools that allow managers to cooperate with a common understanding of processes and goals. Innovation management allows the organisation to respond to external and internal opportunities and use its creativity to introduce new ideas processes or products. By utilising innovation management tools, management can trigger and deploy the creative capabilities of the work force for the continuous development of the company.

5. Innovation In General Management

General management covers fur main topics. They include

- Leading as a function of management
- Planning as a function of management
- Organising as a function of management
- Controlling as a function of management

5.1 Leadership:

A BOSS SAYS GO AND A LEADER SAYS LETS GO

A leader is the one who knows the way, goes the way, and shows the way.

Knowledge management is the main tool under leadership. Creativity is the most important leadership quality. Creative leaders invite disruptive innovation, encourage others to drop outdated approaches and take balanced risks. They must be open minded and inventive in expanding their management

and communication styles, particularly to engage with a new generation of employees, partners and customers. A Innovative leader must be efficient enough in areas such as knowledge audit, knowledge mapping, document management, intellectual property rights management, cooperative and networking tools and human resource management techniques. He must be able to adopt new creative ideas in development techniques such as brainstorming, lateral thinking, TRIZ AND S.C.A.M.P.E.R method and mind mapping. He must be able to make conditions according to the comfort of the workers. He must maintain a smooth job relationship by proper management of people and processes.

5.2 Planning

SUCCESSION PLANNING HELPS TO BUILD THE BENCH STRENGTH

This is the exhilarating part of the process. Innovative ideas generally come from a vision, an unreasonable demand, or a goal. Planning must cover capturing ideas from the initial stage. Planning must record the ideas through team discussion. A great brain storming technique is to ask each team member come up with their ideas on separate sticky notes which silently brainstorm individually. Planning also involves identifying your organisation weak spots and correcting or redesigning them. Defining objectives, allocating resources and monitoring progress against targets, recruiting, supervising, motivating and developing staff to ensure efficient team working is the main areas to be concentrated under planning. Planning must be done considering the past records, present position and future progressing. And short term and long term goals be fixed .

5.3 Organising

BEING ORGANISED IS BEING IN CONTROL

Innovation, implementation begins here. The picture of the future of the organisation can be derived through innovation organisation. As organising is interlinked with planning, the planned ideas must be structured with organising in a well planned manner. Sound organisation must be essential for the success of a business. The reason is that it makes administration easy. As organisation establishes interrelations between departments it is easy for the team to explore their targets. The entire list of ideas must be developed into a series of statement of ideas and then need to be pursued. Estimation of business potential must be done to find out the expected outcome of the implementing the ideas. The team starts the process by identifying the business process gaps between what is done in present and what is done in the innovation. There is always a discrepancy between what is and what should be. So process improvement techniques such as benchmarking, work flow, project portfolio management, rapid prototyping, quality function deployment and value analysis must be adopted. The bigger the problem, the bigger the opportunity for innovation. So chunky problems must be dealt with fresh principle with unorthodox thinking. Human creativity is pivotal to management innovation as they are to every kind of innovation. We must develop sustainable strategies and skills to meet the requirements of global economy. We must understand complex market and take social responsibility. It

takes fortitude and perseverance as well as imagination to build a sound organisation.

5.4 Controlling

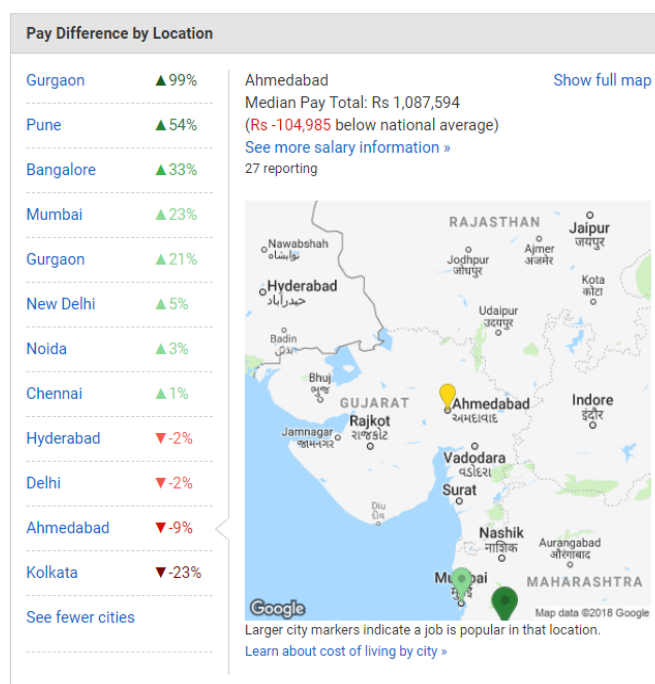
THE DIFFERENCE BETWEEN WANT AND NEED IS YOUR CONTROL

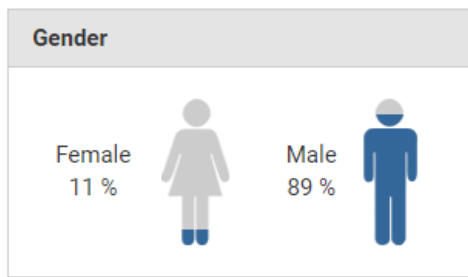
Be a business leader by developing skills in ethical decision making, financial planning, quantitative analysis, policy formulation, and inter personal relationships. The final and the main focus are controlling and it involves comparing actual performance to expected performance. This involves making decisions about the goals of an organisation. This involves creating measuring tools to collect data. Innovation in span of control must be brought in. Reasonable number of sub ordinates must be supervised by an executive according to their individual talents and creativity. The relationship between different jobs must be clearly explained. There must be one head and one plan for group of activities directing towards the same objective. Delegation must be done according to the individual capability of doing certain work. In short, controlling must be done after studying each workers capacity and mentality. The organisation must be flexible and adaptable to the changing circumstances. Controlling must be stable and proper. In some cases corrective action may be taken against the employees for non performance.

5.5 Other Areas

Innovation in advertisement must also be concentrated. Rural advertising can be suggested. While concentrating in financing, we prefer to move on with moderate risk with moderate profit. And in operations discount can be allowed for a recurring customer and we tend to concentrate in purchasing from a particular seller in order to gain incentives.

6. Improvements In General Manager





7. Obstacles in Innovation Management

There are certain obstacles that need to be concentrated. They include:

- i. Lack of shared vision or strategy
- ii. Lack of time, resources or staff
- iii. Lack of systematic innovation process
- iv. No reward and recognition programs
- v. Constantly shifting priorities
- vi. Unwillingness to acknowledge and learn from past failures
- vii. Absence of user friendly idea management process
- viii. No creative thinking training
- ix. Innovation-not part of performance review process

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- x. Innovation not articulated as a companywide commitment

Measures to overcome these include human creativity, imagination, and original thinking. Systematic approach to build a cultural of innovation must be encouraged.

8. Advanced Management Program

The advanced management program is an intense, intimate, transformative learning experience designed to fit the time constraints of seasoned, mid carrier executives. New frameworks, skills, and innovative ideas will be acquired. They will gain an opportunity to develop an expanded self of themselves. It is a month long senior executive program designed for a diverse group of seasoned executives seeking a transformative learning experience among global peers.

Steps should be taken to make awareness about this program so that new innovations can be encouraged and be bought in a global level. Management theories can be used for innovative applications.

9. Conclusion

As the speed of technological revolution increases, innovation management is the only factor that creates long lasting advantage and produce dramatic shifts in competitive position. Innovation is the one that matters the most.

"INNOVATION IS AN ACTION THAT ENCOURAGES YOURSELF TO TAKE AN ACTION"