

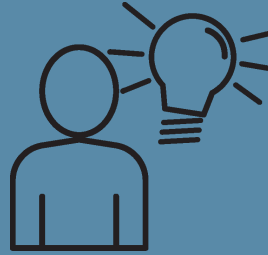
# ENTERPRISING ATTITUDES



## WHY ARE ENTERPRISING ATTITUDES IMPORTANT FOR INNOVATION?



Advancing any new or innovative idea involves at least some degree of uncertainty. Attitudes to uncertainty, risk and trying new things impact on an organisation's innovative potential and how well it can respond to opportunities.



There is evidence that an organisation's routines, the way it learns from past experiences, and how individuals think about taking calculated risks can be critical for supporting enterprising attitudes among employees.

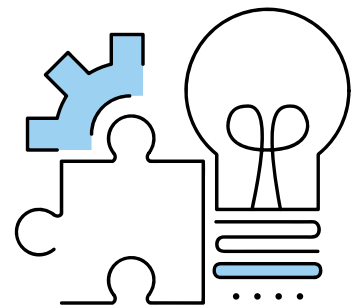


An organisation's proactiveness to new opportunities, change and calculated risk-taking can be seen in their day-day operations and the way the organisation learns from past experiences and responds to errors.

## WHAT DO WE KNOW ABOUT ENTERPRISING ATTITUDES?

Practices that support enterprising behaviour and risk:

- Organisation seeks out new ways to do things
- Actively learn from trial and error
- People are not afraid to try things that might fail
- See doing new things as an opportunity and not a burden
- Managers have confidence in employees' abilities
- Managers support employees in putting ideas into practice



## AN EXAMPLE OF PRACTICE



A technologically driven business in the energy sector works closely together with suppliers in a process of rapid prototyping and testing of technological solutions to energy problems. A central part of employees' role is a strong willingness to engage in trial and error, to come up with ideas and to participate in the process of innovation.

