

Watercooler innovation and technology

[Technology](#)



Innovation and creativity are the keywords using which companies sell their products owing to the ever-growing interest of the consumers in trying something new and unique. The Watercooler article discusses the potential ways in which innovation can be integrated into the teams working in an organization. Innovation can be achieved with determination and dedication at all levels in the organizational structure. Everybody has to start from home and do the needful to create the conditions that allow the innovation to blossom in the organization. Innovation comes with ownership, creation of the correct conditions, recruitment of innovative workforce, and development of processes and culture that support innovation. I particularly like this article because of its depiction of signs of an innovative leader and his/her importance in making the organizational culture innovative. The author has supported the claims in the article with practical examples e. g. Steve Jobs asking the Why and What if questions and Apple employees following him in the same direction, thus depicting the organization's innovative culture.