



## Coaching for Innovation

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## Coaching for Innovation

Tools and Techniques for Encouraging New Ideas in the Workplace

### Cristina Bianchi, Maureen Steele

Cristina Bianchi is an inspirational trainer, facilitator and coach. Truly international, she is an accomplished public speaker with hands-on professional experience. She focuses on management and leadership development, conflict management, women and leadership and the role of diversity in innovation. Cristina is Founder/Managing Director of Enhance Training and Development. Maureen C. Steele is an experienced trainer and coach with a strong focus on communication and a background in international business. She inspires and motivates groups and individuals, encouraging them to tap into their hidden potential. She is Founder/Managing Director of The Training Box Ltd and author of 52 *Brilliant Communication Tips*.

#### About the book

Making innovation in the workplace highly accessible, *Coaching for Innovation* presents a practical step-by-step guide to coaching. Full of models, tips, exercises, and examples, this book provides readers with the tools to maximise creativity and performance in the workplace and to manage innovation options. It demonstrates the integral role that coaching can play in idea generation and the innovation process, to gain the competitive edge.

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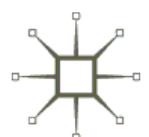
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# Praise for **Coaching for Innovation**

"This remarkable book will become my source of reference both for coaching and for expanding the innovation culture in our company. *Coaching for Innovation* is a guide for beginners and for experts, and is a great asset to create and coach innovative teams."

- **André-Michel Ballester, Chief Executive Officer, Sorin Group**

"The quickest way to changing attitude, or to creating culture change, is informal, facilitative coaching used by all within the team. This book explains and trains to create just the right mindset for innovation. And it sets out the success-blueprint for innovation in any workplace."

- **Dr Angus I McLeod, Director, author, coach and Visiting Professor of Coaching at Birmingham City University**

"This book should become a standard reference guide for people who are working in innovation and technology transfer, in science, research, as well as in industry. The reader will learn about innovative coaching methods and models in a comprehensive and accessible way."

- **Erich Griesmayer, CEO of CIVIDEC Instrumentation, Austria**

"*Coaching for Innovation* is not just for managers with 'innovation' in their job titles, or companies at the cutting edge of new technologies. It is for all managers of people where optimal engagement is demanded and it is a powerful tool for the management of teams. This excellent book demystifies coaching, and shows you simply and effectively how to adopt the coaching mindset and how to deploy a coaching-based strategy in your team to drive innovation."

- **Tim Starr, Vice-President, Operations, Symetis S.A.**

"This book brings together for the first time innovation models driven by coaching that really open up the creativity of teams and individuals. *Coaching for Innovation* leverages coaching and comes with an instruction manual that is easy to understand and empowering in its application. This is an indispensable toolkit for leaders and all who truly want to invest in themselves to make a difference."

- **Ben Wallace, Head of Global Marketing Excellence, Bayer CropScience**

"*Coaching for Innovation* made me realise that we too often forget the multiple paths and opportunities that surround us and which could trigger our thoughts and generate new ideas. Reading this book made me step back and think about how I could best influence my environment and colleagues to develop an open, transparent and creative workplace."

- **Yann Ehrbar, Sales Director Switzerland, Luxottica**

"*Coaching for Innovation* is a valuable contribution to coaching and leadership. Filled with practical tools and examples, this book shows how innovation in individuals and teams can be unleashed in the workplace. Bianchi and Steele illustrate well how curiosity for diverse perspectives and learning beyond our area of expertise are essential for innovation, which is key for lasting business success."

- **Philippe Rosinski, Ir., MS, MCC, Rosinski & Company sprl, author of *Global Coaching* and *Coaching Across Cultures***

"*Coaching for Innovation* is inspirational, pragmatic and demystifies the myths of innovation. It clearly explains how individuals can use coaching techniques to create an environment that supports creativity and innovation. It also gives a great insight into building innovative teams that can think big and dare to try new things. I will definitely take this further with my team."

- **Marianne De Muynck, Director IT and NBM governance EMEA, PPG Industries Europe Sarl**

"*Coaching for Innovation* is a great book filled with practical tips and suggestions. The book can be used both as a quick reference guide around coaching and team dynamics, but also as an in-depth self-learning guide to take your coaching skills to a whole new level. The many examples of powerful questions are useful in any environment."

- **Arnold Dikkers, Reward lead EMEA, DuPont**

"Bianchi and Steele have created a practical handbook that will immediately enable individuals to contribute innovatively as well as coaching their team to do the same. An accessible and thought provoking read that has application beyond innovation – it's a toolbox that will support culture change. *Coaching for Innovation* is highly relevant and topical for any business looking to improve, amongst other things, performance, profit, employee engagement and leveraging an increasingly diverse workforce."

- **Sarah-Jane Mills, Senior Counsel UK & Ireland, PPG Architectural Coatings UK Limited and Leader of PPG's EMEA Women Leadership Council**

"Bianchi and Steele have created an important resource for research leaders and those interested in developing a detailed understanding of the powerful role coaching can have in building ideas and driving innovation. This well-written book covers a number of important issues and techniques and includes many practical examples that are very useful in daily practice."

- **Dr. Carsten P. Welsch, Professor of Physics at the University of Liverpool, UK**

For more information about the book, the concept, and how to coach for innovation, visit:  
[www.coachingforinnovation.com](http://www.coachingforinnovation.com)