

Thread: U1 Discussion 2

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U1 Discussion 2

A leader's skills and practices have a strong influence over an organization, so the way a leader interacts with their employees is crucial especially when it comes to behaviors, actions and the language spoken. It is assumed that leaders are essential in shaping and facilitating successful innovation and creativity in organization (Holten, A., & Bollingtoft, A., 2015). The employees are what make the business run, without the employees the business will fall. This is why what Holten says is so important for leaders to create a culture where employees can express their personalities and character, as this makes the business stands out from their competitors.

Successful innovative leaders spend their time on focusing on the important matters of business instead spending their time and efforts on resources on competencies that are less critical. This allows the leader to focus better and stay in tune with the business and their ability to innovate is more sufficient, by reducing costs and boosting growth. A great example is Starbucks CEO Howard Schultz, he has worked for Starbucks for over three decades. Schultz continues to look forward as they are updating their stores and focusing on their customers, he has overseen the company's expansion and help grow the most popular loyalty program mobile app. Schultz decided to step down from CEO and became executive chairman to focus on the innovation of higher-end shops and reaching the digital market by expanding the social media activities. He will be working on developing the Starbucks Reserve Roasteries, which are high-end retail concepts featuring coffee beans and drinks like "cold brew" coffee, calling it the "next wave or retail innovation" (Reporter, C., 2016). Schultz is creating an innovative cultural shift and customers are loving it!

Holten, A., & Bollingtot. A. (2015). Is It Only Good? The Dark Side of Leadership For Creativity and Innovation. *Journal Of Leadership Studies*, 9(3), 50-52.
doi:10.1002/jls.21403

Reporter, C. (2016, December 1). Starbucks: Howard Schultz to step down as CEO, focus on innovation. Retrieved October 9, 2017, from <http://www.chicagotribune.com/business/ct-starbucks-ceo-howard-schultz-stepping-down-20161201-story.html>