Coaching for Innovation
Tools and Techniques for Encouraging New Ideas in the Workplace

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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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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

“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

“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 is 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 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.”
- 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
Inter organisation coaching: Here we focus on helping different organisations to collectively search for and discover their innovation potential. More attention is paid to joint search and discovery, unlocking synergy and overcoming shared constraints. We draw on our experience of strengthening innovation systems and building knowledge dissemination networks. These three offers all draw on our experience of working with Innovation coaching/mentoring gives you the opportunity to retain your staff and improve your innovative efforts. Tweet Quote. Short and Sweet vs. Long-Term Relationship.