

News from the Hot Spots Research Institute:

How to break paradigms to become fit for the future?

Our new research about the adoption of innovative practices explores what organizations need to do to gain legitimacy for new practices they are implementing now.

“Organizations will need to break paradigms to become fit for the future, no matter if people practices are overhauled or new commercial models implemented. However, when institutions that have been built up over decades are shattered there is an urgent need to gain acceptance for new approaches to bring them to life. Without incentives and buy in from key stakeholders – particularly those that are impacted by a new practice – resistance to innovative ways of working can be strong. And chances for behavioral pick up and bottom-line impact in the organization remain slim.” says Andreas Voigt, Director at the Hot Spots Research Institute, who runs this project in collaboration with the M-Lab for Innovation at London Business School.

As part of our Future of Work Consortium this study looks at around 40 new practice implementation projects from organizations like Nokia, Novartis, Thomson Reuters, British Telecom, Absa, Royal Bank of Scotland, Unilever, and others, but also includes not-for-profits like World Vision and Save the Children.

Through interviews with implementation leads and a survey follow up with stakeholders we explore the adoption signatures of participating organizations to find out what adoption approach is most effective given the configuration of new practice characteristics and the context the organization is adopting in. We will report back on findings of this study in Spring.

To learn more about this research and how to become involved, please contact Andreas at andreas@hotspotsmovement.com .