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Beware the Pitfalls of Innovation Campaigns

Companies launching innovation campaigns need to start from the inside

DALLAS (Nov. 11, 2009) – Many companies beginning an [Innovation Campaign](#), assume they can create a few overall goals, provide a bit of training to employees and greatness will appear. But until the management strategy itself is innovated, the actual campaign is destined to fail.

“Without creativity, a collaborative flow of information in all directions and trust, attempts at suddenly becoming a competitive, innovative firm in the ever-changing world of the 21st century will likely fail,” says Kathy Robison, CEO and founder of [YURU](#), (The Guru Is You) which provides coaching for business leaders on creativity and strategic development.

Here are a few tips to help companies get started with the innovation process.

- Update management strategies that are based on command and control techniques
- Allow employees more freedom to do the job they were hired for
- Create a Culture of Candor and Trust with employees

“If you want employees to think creatively, design solutions to fix problems beyond only the ones you know about, collaborate and in general, bring their A-game, you must be willing to give them the freedom to do those things in their own way and with their own style,” said Robison.

Read more on Robison’s [blog](#).

About YURU.: [YURU](#), (The Guru Is You) is a business coaching firm designed to help companies bring creativity back into the workplace and reconnect customers with employees. Launched in August of 2009, the company is dedicated to assisting business realize the full potential of their success through creative business strategies, executive coaching and leadership training. For more information, visit www.yuruinpires.com.

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