



A guide on Innovation at LinkedIn

Recommendations to Build Innovations For The Future of Work

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Innovation starts with you the employee!





Introduction

As we transition to the new hybrid working model, LinkedIn has successfully made innovation practice one of its core values. Some of the most successful innovation practices were executed by Jeff Weiner, now executive director. Jeff was able to build a new process innovation of business decision making entirely within the company. Jeff used two main principles to drive his unique, innovative leadership style; compassion and empathy. **In this guide, we'll help you build innovation strategies to achieve a high-performance work culture.**





01

How To Grow Healthy Innovation

About Innovation Practice

Business Leaders often think of Innovation as a technological breakthrough. Yet here at LinkedIn, we believe that each employee has self-innovation that can ultimately help create a healthy working culture. We like to think about Innovation as a practice because we use a kaizen concept by continuously improving.

The fact remains that we go beyond the thought of technological learning and software design on our platform and invest in putting in the right conditions like compassionate leadership led by Jeff to create a high-performance work culture. (HPWC)

So why aren't more companies developing innovation practices? Many firms like to think that their research and development function will cover all the innovation practices. But in reality, that's not how innovation helps create a winning workplace culture. One where employees all are excited to come to work.

Innovation practice is the ability to always improve organizational culture.

With greater innovation practice, HPWC becomes more of a reality through allowing notions of empathy and kindness to the foundations of all leadership.

However, no one said it was going to be easy. At LinkedIn, for example, when Jeff took over, he insisted that everybody had a mentor when they came into the company. He saw how the culture needed a change and a catalyst for employees to start believing in each other and themselves.

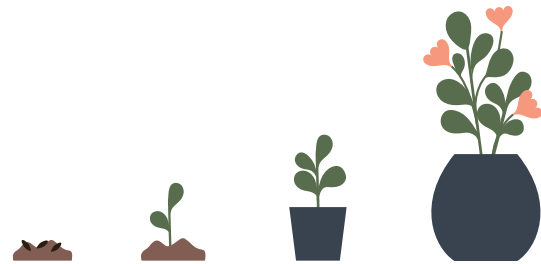
Yes, LinkedIn have been fortunate to have great leadership at the top but that does not mean it's always been plane sailing. Every company experiences challenges in managing both the culture and performance. You can't fix one without the other. The point should be to make a conscious effort to try to create a culture of acceptance. Where everybody has an equal part to engage in creating a HPWC.



Why innovation

Self-innovation matters?

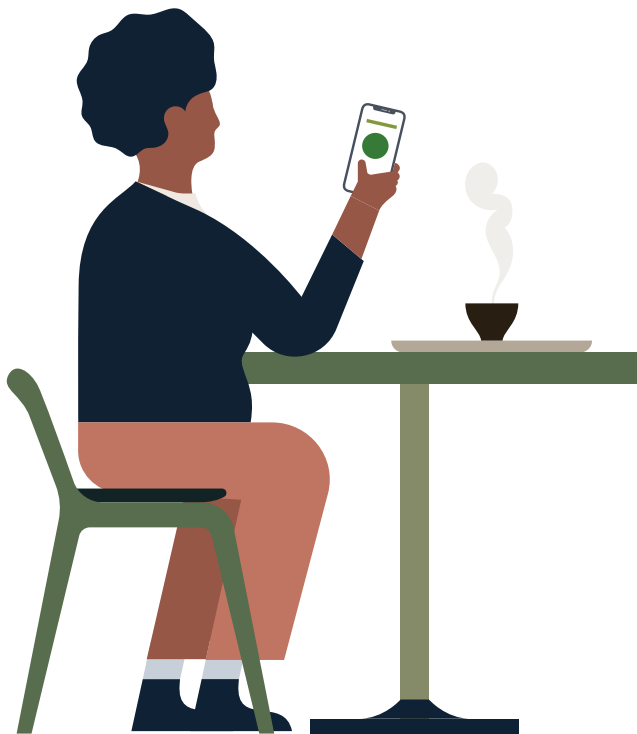
While organizational culture is created from great leadership practice **self innovation** is even more important because:



Self-innovation drives relationships in organizational culture



If self-innovation is right profitability is far easier



Sometimes we assume that we all know ourselves so much we can go to work every day and have the creativity to solve business problems. That's great in a basic framework of how to increase performance in self-innovation. However, we are not actively going through each emotional intelligence skill and seeing the most innovative power. And that's what some of the leaders at LinkedIn thought about when they wanted to understand what self-innovation is. And second, why it matters so much in creating HPWC.

Self-Innovation Definition:

An evaluation process that employees or any human chooses to access to increase skills or attitudes to improve life long learning.

Self-Innovation Framework at LinkedIn:

1. Compassion = Empathy + Action
2. Be a spectator to your own thoughts
3. Manage compassionately (point 1)

Creating a Self-Innovation Framework

Jeff Weiner steered us towards self-innovation growth successfully.

He did it through leading compassionately, which you can find on the LinkedIn Learning Course: **Jeff Weiner on Leading like a CEO**

Jeff's campaign to steer LinkedIn's remarkable business growth resulted from how he chose to lead people. And the core belief that Jeff used at LinkedIn was using the right qualities to be an effective leader.

Not everybody wants and can lead effectively. However, we can all learn to lead effectively as individuals when we engage in good qualities. Jeff uses the definition of leadership first to help him specifically get into the self-innovation zone.

Jeff Weiner Definition of Leadership:

The ability to inspire others to achieve shared objectives.

Although you may disagree with this definition, and it's great that you do agree as well - the point of self-innovation here is that it worked for Jeff on many fronts:

1. He helped him engage in the right leadership principles to create HPWC at LinkedIn.
2. It helped him create his own framework that built the foundations of his and others success in organizational culture.
3. Finally, it helped him create the LinkedIn Learning Course by sharing his thought leadership principles and practice.

Leadership Task

Using the diagram below and perhaps visiting Jeff's Leadership course design your own self-innovation framework.

All we want you to do at this stage is write down three key behaviors in your life that allow you to think outside the box or more creatively.

You may have a framework in your mind, so why not try to improve on that.

Remember LinkedIn's success was not just down to one Leader - meaning Jeff and the rest of the c-suite is was from all employees buying into the process of innovation and learning more about their emotional intelligence.

Qualities of a good leader



A large, light pink circle dominates the upper two-thirds of the page. Inside this circle, the text "We hope this Case study provided inspiration for building Innovation practice." is written in a dark green, sans-serif font. The word "Case" is in a regular weight, while "study", "building", and "Innovation practice." are in a bold weight. At the bottom of the pink circle, there is a row of five stylized green plants in various pots. The plants include a monstera-like leaf, a spiky plant in a white bowl, a plant in a black pot, a trailing plant in a white bowl, and a plant in a black pot. The bottom of the pink circle and the plants sit on a light green rectangular base.

We hope this **Case**
study provided
inspiration for **building**
Innovation practice.

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help you get started today visit:

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