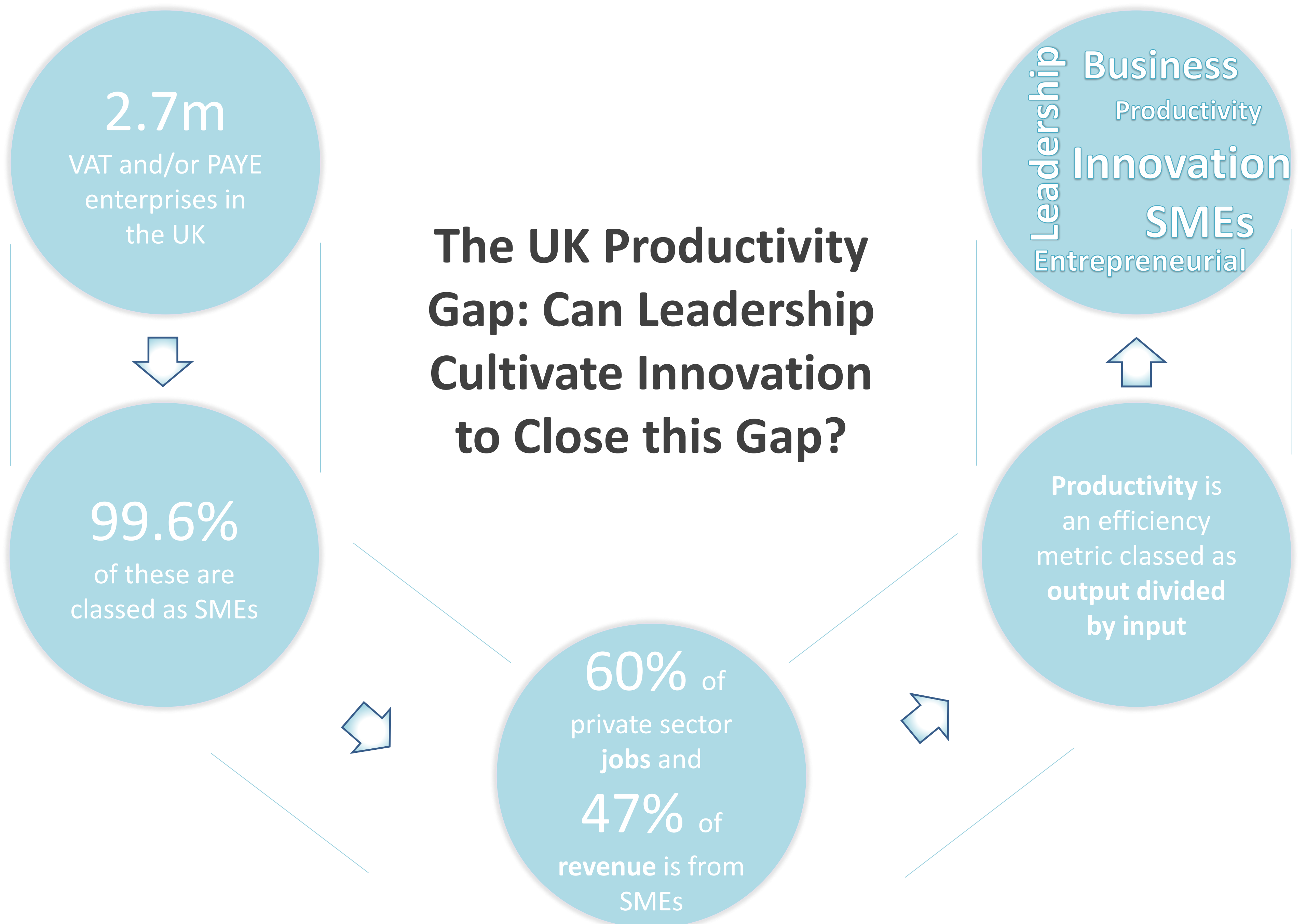


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Leadership as a Means of Cultivating Innovation: Analogue People in a Digital Future

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This research explores the role of leadership, and how it can be used to cultivate innovation within Small to Medium Sized Enterprises (SMEs) in the UK. SMEs are companies with up to 250 employees. The role of leadership within this study provides a focal point in establishing how leadership styles, cultivate work environments that can either stifle innovation, or encourage it to flourish.



This study has the following **research objectives**:

- Define innovation and associated key terms applicable to the context of SME management;
- Evaluate leadership research literature linked to SMEs specifically to establish key characteristics/approaches in this context;
- Investigate proven methods in which innovation is cultivated by leadership within SMEs with an emphasis on the technology and media sectors;
- Develop a framework (toolkit) of things findings to present to companies/at conferences which will include a suite of materials to use for company consideration.

Methodology:

The methodology uses an interpretivism philosophy based upon a two-part stage interviewing process. The qualitative data will be collected from professional employees working in identified SMEs within the media and technology sectors. Participants are to be interviewed on a 1:1 basis to establish the dimensions of the problem, and then will join a focus group to explore the issues in more depth, and to gain a sense of prioritisation.

References:

- Goldman Sachs, 2015. *Unlocking UK Productivity* [online]. Available from: www.goldmansachs.com [Accessed 20 June 2020].
- Hopkins, R., 2019. *UK Business; activity, size and location: 2019* [online]. Available from: www.ons.gov.uk [Accessed on 8 November 2020].