

COACHING FOR INNOVATION AT

UNIVERSITIES

1. How do you know why university researchers do not want to work with market players? - the answer is simple, ask them! And what do you need to change this situation? - they will just say that! **Coaching for innovation can help answer these questions!**

2. What is coaching for innovation?

Innovation in the workplace does not just happen by closing doors and brain-storming. It requires systematic and supported structure, permission to fail, recognition and attitude. **Coaching for Innovation is a way for everyone to drive innovation using coaching skills.** When you coach for innovation, you encourage a culture of idea generation, maximise creativity and engagement, and generate more options for yourself and others.

3. The coaching and coaching for innovation has only been used in corporate practice, but **this program could be introduced into university practice also**, involving them into the innovation market. In the post-communist countries, coaching for innovation could be of extremely importance because there was no education or research market in the communist era and is currently very primitive.

4. Unfortunately, the universities themselves cannot solve these problems, even if we give them a lot of money, because here people have to change their relationship with themselves.

This task is only to cover professionals are able to perform the coaches who see outside researchers and their problems as well as show them

5. An institution-wide implementation of a special coaching for innovation program **is much cheaper than paying an unsuccessful research project!** I believe that with coaching for innovation 2-3 years can be achieved incredible results in the innovation practice of higher education.

