

# The Impact of Senior Leadership on Change

Senior executives can impact innovation through personal interaction and by sharing their knowledge of what, when and how, influencing many different aspects of a change within an organization.



The roles of senior executives may take on different aspects, as, for example, the role of a 'sponsor' might seek to provide support and encouragement for the role of an 'entrepreneur' (Van de Ven, 2000). Briner's (1996) analysis also notes that the role of a change project leader includes managing 'upwards,' and interfacing with the 'sponsor' and 'stakeholders,' while managing the plan forward, the control of things backward and the teams below.



Leading change is one of the main components of a leader's role. Often, to execute a change in an organization requires cooperative and collaborative efforts of others because people's willingness to participate and contribute to the change may be impacted by how the change is brought about in an organization. An innovative leader will anticipate the progression of the specific innovation in multiple steps, and will monitor them throughout the duration of the innovation. He will acquire the buy in of others and will influence the cascading change with their assistance. He will collect what is needed, accurately forecast, and observe its evolution

(Buchanan, 2003; Boak, 2010)

***Change is inevitable and innovation and creativity are essential to a sustained and prosperous growth of any organization.***

