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Inspiring a spirit of innovation

**How to create a culture of innovation that succeeds**

Bangkok – How do you encourage employees to proactively contribute with innovative ideas? Thinking innovatively involves much more than simply looking for new ideas. It is also a matter of questioning the status quo again and again. The key question is: How can we create added value for society?

In the past few years, people’s awareness has changed. Due to the pandemic and climate change, sustainable and responsible actions are becoming increasingly important. Companies will only succeed in the long term if they help to deal with the challenges of our time. A problem-solving approach creates innovations. But what does it take to be innovative as a company? A culture of innovation that promotes creativity.

Andrianto Jayapurna, President of Henkel Thailand, said, “At Henkel, one of our innovation criteria is that every new product must contribute to sustainability. Across the company, including in Henkel Thailand, we encourage our employees to be curious, take calculated risks, collaborate and constantly upskill themselves so that they are able to create high impact, sustainable solutions for our customers and consumers as well as contribute to the wellbeing of society.”

A culture of innovation is often an important part of the corporate culture as it ensures a sustainable competitive advantage and market success. Such a culture needs willingness, ability, and opportunities to innovate. This is reflected in the survey “Cultivate the new – Innovation for the long term,” implemented by Henkel and the Financial Times at the end of 2020, where respondents agree that leadership, diversity and a willingness to take risks are the best means to promote innovation. A solid foundation of trust and reassurance from management level that failure does not entail negative consequences also inspires a spirit of innovation.

Just as relevant as a positive attitude towards failure and a good leadership style is a diverse team. People who come together from different hierarchies, fields of expertise and cultures develop new ideas more easily than they would in a homogeneous environment. The study confirms this hypothesis: 49 percent of respondents are convinced that innovation is more successful in diverse teams.

But what is also often missing is the ability to innovate. Companies rely on different strategies to build up or further develop relevant skills among their employees. At Henkel, for example, there are training courses on tools and methods for finding ideas, evaluating these ideas and putting them into practice. However, the use of external knowledge from start-ups or business partners is also a key factor.

Additionally, establishing a clear purpose and shared values guides employees in the right direction. The new Henkel Purpose, “Pioneers at heart for the good of generations,” is a commitment to combining sustainable action with a pioneering spirit and offering added value for society. For Henkel, everyone can be a pioneer and contribute to the company’s success through their creative ideas, the courage to take risks and solution-oriented concepts. Importantly, the focus is not just on the well-being of the present generation, but also on that of future generations.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2021, Henkel reported sales of more than 20 billion euros and an adjusted operating profit of about 2.7 billion euros. The company employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

**Photo material is available at** [**www.henkel.com/press**](http://www.henkel.com/press)

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