



Driven by Difference: How Great Companies Fuel Innovation Through Diversity

David Livermore

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Today's workforce is more diverse than ever before. But despite new perspectives and talents, the promise of increased innovation rarely materializes. Why are so few businesses seeing results?

Studies show that diverse teams are more creative than homogenous ones—but only when they are managed effectively. The secret is to minimize conflict while maximizing the informational diversity found in varied values and experiences. To do this, both leaders and team members need a high level of cultural intelligence, or CQ.

Drawing on success stories from Google, Alibaba, Novartis, and other groundbreaking companies, *Driven by Difference* identifies the management practices necessary to guide multicultural teams to innovation, including how to:

- Create an optimal environment
- Build trust
- Fuse differing perspectivesAlign goals and expectations
- Generate fresh ideasConsider the various audiences when selecting and selling an idea
- Design and test for different users

Cultural differences can lead to gridlock, or they can catalyze innovation and growth. This research-based plan turns diversity's potential into economic reality.

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