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**Education development and
its link to community engagement
SECOND EDITION**

The enterprise operating system of the new era

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Introduction

Innovation should be seen as a strategic process, part of the DNA of an organizational culture that is centered on people, starting with the leaders. "Creation is not an isolated voice in the dark, but a conversation, a process of dialogue and discovery (...) organizations must focus their efforts on gathering enough talented individuals to ensure renewal. It is the leaders who have to create the kind of fertile ground in which each individual can develop his or her individual strengths." (Ridderstrale & Norström, 2003). As Walsh mentions (2019) "the importance of designing work is not limited to finding innovative ways of thinking; it includes identifying, preserving, and replicating patterns of talent, or the implicit knowledge and experience of your best employees before they leave or retire."

Consequently, the study of innovation, creativity and technology adoption is ever increasing due to the speed of change in the world; and companies (along with individuals) have no choice but to learn to adapt, and this will be difficult and will require more self-motivation. The accelerations have opened a huge gap between the speed of technological change, globalization and environmental havoc, and the ability of people and governance systems to adjust to it all and be able to manage it (Friedman, 2018).

Therefore, countries need to be competitive and two of the