**ABSTRACT**

Innovation has become a ubiquitous term that is utilized today by global businesses. The meaning of innovation varies depending on the age of the industry, global business experience, and management understanding and commitment to the innovation process.

Some believe innovation lies only within the realm of physical invention or new ventures. Others contend that new ideas or a change to existing product and/or process methodologies constitute innovation. No matter the definition, innovation whether formal or informal demands that change is part of the equation. In today’s world, innovation is synonymous with management of change. Critical components for success are:

– Capable Leadership

– Intercultural awareness

– Effective cross-organizational and cross-global communication

– Negotiation skills

– Management of Change

To encourage the Spirit of Innovation across the enterprise, individuals and organizations must actively communicate with complete trust to ensure commitment to successful innovative change.

This paper will discuss the importance of innovation throughout a culturally diverse global enterprise, best practices to foster an innovating environment, and management of change methods for engaging individuals and organizations to maximize contributions and exceed goals.