THE PROVOCATION

AI won't fix your innovation problem.

It will make your leadership louder.

THE SHORT ANSWER

Does AI improve innovation?

Only if leadership does first. AI accelerates whatever your leaders already reward.

THE REAL ROLE OF AI

AI is an amplifier, not a strategy.

If leaders punish failure or fund ideas by politics, AI just produces weak ideas faster.

HABIT 1

Vague strategy.

AI can generate hundreds of concepts in an afternoon. Without clear priorities, the loudest voice wins.

HABIT 2

Risk aversion.

Teams will use AI to build beautiful business cases for the safe choice. Real bets get scarcer.

HABIT 3

Slow decisions.

Prototyping gets fast. The approval process becomes the bottleneck where good work waits for months.

BEFORE YOU SCALE AI

Fix the leadership first.

Set clear priorities. Define who decides, and how fast. Reward learning from failed experiments. Use AI to challenge assumptions, not confirm them.

THE BOTTOM LINE

AI is a mirror with a megaphone.

It shows what your leaders truly value, then makes it louder.

THE BOOK

How Leaders F-Up Innovation

The leadership mistakes that quietly kill innovation, and how to avoid them.
howleadersfupinnovation.com