

NEWSLETTER 04 • ECONOMIC ENGAGEMENT

Why asking for ideas is not enough

People see more possibilities when they know how the business works.

You ask employees for ideas and don't get much back. Maybe the missing piece is information. Do they know which problems cost money, what customers value, and how their work affects the results?

When people understand those things, they see familiar work differently. Waste stands out. Small improvements matter. Problems stop belonging only to someone else.

You don't have to turn everyone into an accountant. Help people see how the business works, then give them a chance to improve the parts they can influence.