"How do we get the senior leaders of an organisation to engage with the topic of innovation so that they make it a top priority?"

Some suggestions:
1. Make sure they understand the definitions of innovation. We aren't just talking about radical advancement, but also about incremental improvement as well.

2. Build a compelling business case – prepare well. Focus on ROI. Be as specific as possible.

3. Be honest about what this might cost in terms of initial and ongoing outlay and any potential impact on lost productivity in the near term so there are no nasty surprises down the line.

4. Use case studies and examples of other organisations who innovate. Tell their story.

5. Find ways to open up their minds and be really honest about whether the organisation is or is not already an innovating place to work. Some employee research might help here. In other words, encourage them to hold up the mirror.

6. Challenge. Ask a couple of killer questions: What are we doing differently today from a year ago? How much better could we be?

7. Use a forecast or scenario plan to paint a picture of the future if the organisation doesn't innovate. In other words, create a burning platform. The risks of not doing it.

8. Use analytics to keep it real

9. Point out the need to take a long-term view. This is about a sustainable future for the organisation. Show the consequences of short-termism.

10. Think about how to show people how to innovate. A decision from the board to support an initiative won't just make it happen. You might need a budget and other resources to transform into an innovative workplace through learning and development.

11. Do lots of research into what your competitors are doing? Know your stuff.