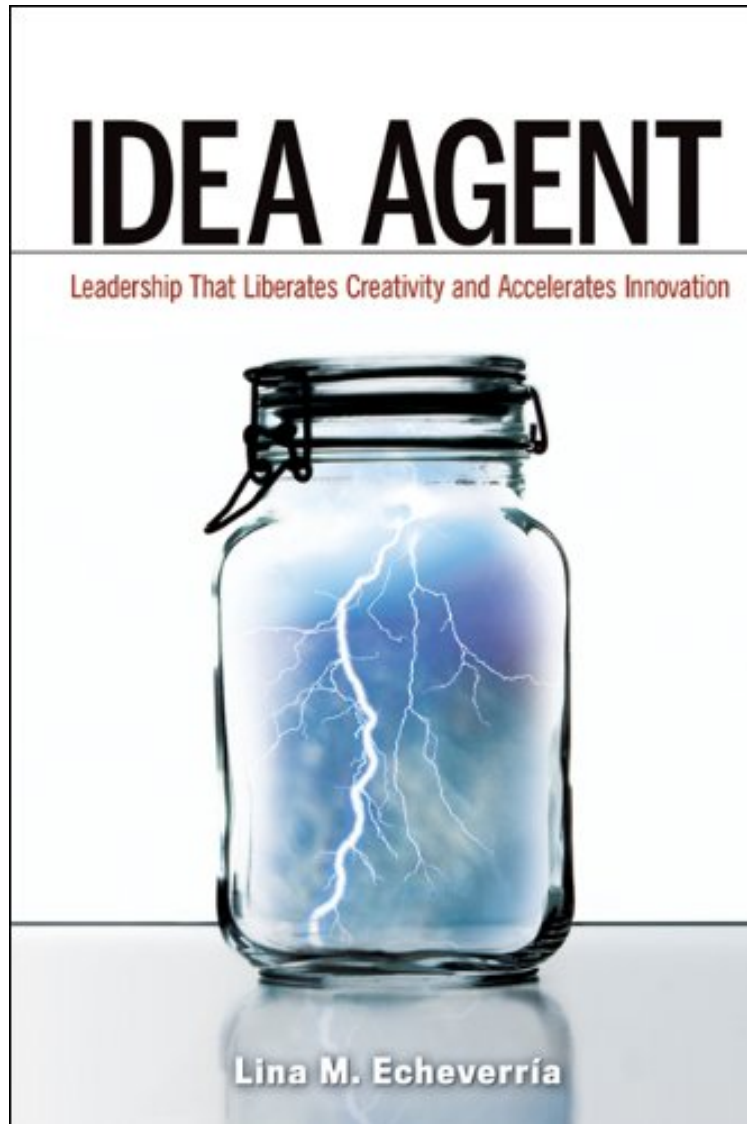


[Free download] Idea Agent: Leadership that Liberates Creativity and Accelerates Innovation

Idea Agent: Leadership that Liberates Creativity and Accelerates Innovation

Lina M. Echeverria

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Lina M. Echeverria : Idea Agent: Leadership that Liberates Creativity and Accelerates Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Idea Agent: Leadership that Liberates Creativity and Accelerates Innovation:

1 of 2 people found the following review helpful. A Good Read!By AdamI enjoyed this book considerably more than other innovation books. Lina mixes her experience in the arts, her experience leading RD professionals with academic understanding of innovation very well. Her plain spoken insight into this subject is refreshing and I had a hard time

putting down this book. I particularly like her insight into managing those who "refuse to be managed". Anyone leading in RD or aspiring to lead in RD should get this book. 3 of 4 people found the following review helpful. A personal journey of discovery, generously shared with those who also aspire to liberate creativity and accelerate innovation

By Robert Morris Lina Echeverria shares with us her intensely personal journey of discovery, one that revealed personal life/professional career "lessons" that can be of incalculable value to others who also aspire to liberate creativity and accelerate innovation, both their own and throughout the human community within which they are associated. So, her readers are companions during one journey (Echeverria's) but also - Echeverria hopes - actively engaged in one of their own. She identifies and discusses a covey of Passions of Innovation (seven, to be specific) that "come together to make up a living system whose energy radiates from a leader at the core, its heart center." She devotes a separate chapter to each. These passions, these elements, comprise what I view as a manifesto that requires a total commitment. The seven "are neither a recipe to be followed with specific ingredients added in sequence, but rather an approach and a philosophy meant as motivation and inspiration for every leader [or aspiring leader] to create a culture where innovation thrives." These are among the passages of greatest interest and value to me, also listed to give at least some indication of the range of subjects that Echeverria covers:

- o Know and Understand Creatives (Pages 10-12)
- o Define Roles Clearly and Inhibit Conflict (29-37)

Comment: Rather, I favor principled (passionate?) dissent with good will.

- o Finding My Wings (39-43)
- o Make Room for Intuition (63-67)
- o Making It Home: Celebrate the Uniqueness of Their Workplace (94-99)
- o Ornaments, Trinkets and Cakes (109-111)
- o Demand for Excellence in the Tropical Forest (129-133)
- o Create Settings That Nurture Knowledge Sharing (165-174)
- o Little Gestures for Big Masters (180)
- o Who Has the Skills to Do What with Whom? (196-202)
- o In Search of the Holy Grail (207-212)
- o Empowerment (236-239)

In the final chapter and then in the Epilogue, Echeverria pulls together with remarkable skill the various themes, insights, concerns, and affirmations that have enriched her lively as well as eloquent narrative. I am especially appreciative of her discussion of authentic leadership, one that is based on integrity rather than title or status. Whatever their size and nature may be, all organizations need leadership at all levels and in all areas of operation. Only if it is authentic as Echeverria characterizes it (channeling Bill George) can there be (a) mutual trust and respect that enable (b) collaborative initiatives that liberate creativity and accelerate innovation in what has become a global workplace. That said, no brief commentary such as mine can possibly do full justice to the scope of material that Lina Echeverria provides in this volume but I hope that I have at least suggested why I think so highly of her and her work. Also, I hope that those who read this commentary will be better prepared to determine whether or not they wish to read the book and, in that event, will have at least some idea of how the information, insights, and wisdom could perhaps be of substantial benefit to them as well as to their own organization.

There is perhaps no leadership challenge more daunting than managing creativity—and more urgent than delivering breakthrough innovation. How do you harness some of the most passionate, intelligent people in your organization without stifling them? How do you simultaneously unleash their energy and channel it into something tangible? Lina Echeverria offers seven proven principles through which new ideas come to fruition, from unleashing passion and drive, and embracing productive conflict, to emphasizing excellence and structure while living values that liberate creativity. As team catalyst, the leader delivers results while nurturing intuition and growing talent. These principles apply well beyond traditional creative domains, propelling innovation across entire organizations. Drawing on the author's considerable experience assembling and nurturing cutting-edge teams at Corning Inc., *Idea Agent* shows readers how to juxtapose creative freedom with management rigor and lead dedicated professionals as they generate and execute one great innovation after another.

"Unleash passion. Fuel drive. Embrace productive conflict. Emphasize excellence. This book shows you how." --CIO Insight
 "The book is superbly well written, extremely clear; one of the best books on liberating creativity that I've read."
 --Inland Empire Business Journal
 "...practical methods for pulling strong-minded, visionary individuals together to solve incredibly complex problems."
 --New Equipment Digest
 "...so rich with descriptive exacting proven methods, it may well be the 'The Book'; you want your team to collectively read and discuss."
 --PM World Journal
 From the Inside Flap
 Is it possible to manage the creative professionals within your organization without stifling them? That's the million-dollar question for those trying to help their companies develop the kind of breakthrough innovations that result in unique products, improved processes, and creative advantages that competitors can't copy. The challenge lies in striking the right balance between unleashing your creative people's energy and channeling it into tangible business results. Drawing on Lina M. Echeverria's considerable experience assembling and nurturing cutting-edge teams at Corning Incorporated, one of America's leading technology companies, this book shows you how to become an *Idea Agent*: a catalyst for releasing your people's creativity, their advocate within the company, and also the person who keeps them focused and productive. Containing practical methods for pulling strong-minded, visionary individuals together to solve incredibly complex problems, *Idea Agent* reveals seven proven principles to help you nurture—and follow through on—innovation. You'll learn how to: Embrace creative conflict
 Conflict is

an inevitable challenge, often put aside and left unaddressed. Learn its causes and how to productively confront fiery conflict and transform it into creative engagement. Let the best take flight Your role as leadermdash;in recruiting, hiring, and managingmdash;lies in understanding what it takes to preserve the space for discovery and invention. Give your creative team the freedom to guide you in how you can best help them to deliver break-throughs. Demand excellence and enrich lives Create a way of life based upon high expectations and full engagement by clearly communicating expectations and commitments and continually expecting adherence to them. Live values that liberate creativity Set innovation free by highlighting values that honor and respect the passion of creatives, balancing freedom with rigor and integrity with flexshy;ishy;bility. Structure a clear organization Set up functional and project structures with clearly delineated roles, links, and responsibilities so your organization can benefit from the liberated drive of its individuals. Create a culture Provide unconstrained forums and inviting physishy;cal settings that allow for a culture of innovation involving group celebrations, autonomous time, and a rich oral tradition. The challenge involved in leading fast-paced inshy;noshy;vashy;tion teams requires passion and detachment in eqshy;ual measure. Filled with fascinating real-life examples, this illuminating book gives you all the guidance and wisdom you need to propel innovation across your entire organization. LINA M. ECHEVERRIacute;A is an innovation leadership consultant with 25 years of experience in science and technology. At Corning, Echeverriacute;a created an enviroshy;ment where scientists were both creative and productive, and where teams balanced the ability to explore the edges of possibility while delivering critishy;cal new technology on time and on budget. From scientist to vice president, she helped drive new products that now underpin our technology-based economy, from faster optical fiber that powers the Internet to flat-panel glass used in everything from smartphones to LCD TVs. From the Back Cover Idquo;Timely, insightful, and practical.... A must-read for anyone serious about stoking the flames of innovation in their company.rdquo; mdash; Rob Kaiser, President, Kaiser Leadership Solutions, Senior Partner, Kaplan DeVries Inc., and author, The Versatile Leader (with Bob Kaplan) and The Perils of Accentuating the Positive Idquo;Idea Agent is the perfect book for anyone managing smart, creative, energetic peopleYoursquo;ll come away from this book with a whole set of tools and examples to give your own teams both creativity and focus.rdquo; mdash; Charles Fishman, New York Times bestselling author of The Wal-Mart Effect and The Big Thirst and long-time staff member at Fast Company magazine Idquo;With her unassailable credibility as someone who has done it in an American powerhouse of innovation, who knows what it is like, and who was extremely successful, Echeverriacute;a ...shows us the way.rdquo; mdash; Clint Sidle, Director, Roy H. Park Leadership Fellows Program, Johnson Graduate School of Management, Cornell University, and author, The Leadership Wheel and This Hungry Spirit Idquo;Innovation is not a question of just assembling talent and providing resources, but of creating an environment where the individualsrsquo; entire selves can be leveraged in a collaborative processI have watched the insights articulated in this engrossing book in action, and they work!rdquo; mdash; Peter L. Bocko, CTO, Glass Technologies Group, Corning Incorporated Idquo;A deeply personal, authentic, and moving chronicle of one womanrsquo;s quest for innovation in one of the most creative places in the world.rdquo; mdash; Susan M. Cantrell, Research Fellow at Accenturersquo;s Institute for High Performance Business and author, Workforce of One Idquo;Idea Agent is a beautifully written and highly engaging exploration of innovation leadershipI know of no other book that better deals with the human side of innovation.rdquo; mdash; Dean R. Spitzer, Ph.D., innovation expert and author, Transforming Performance Measurement