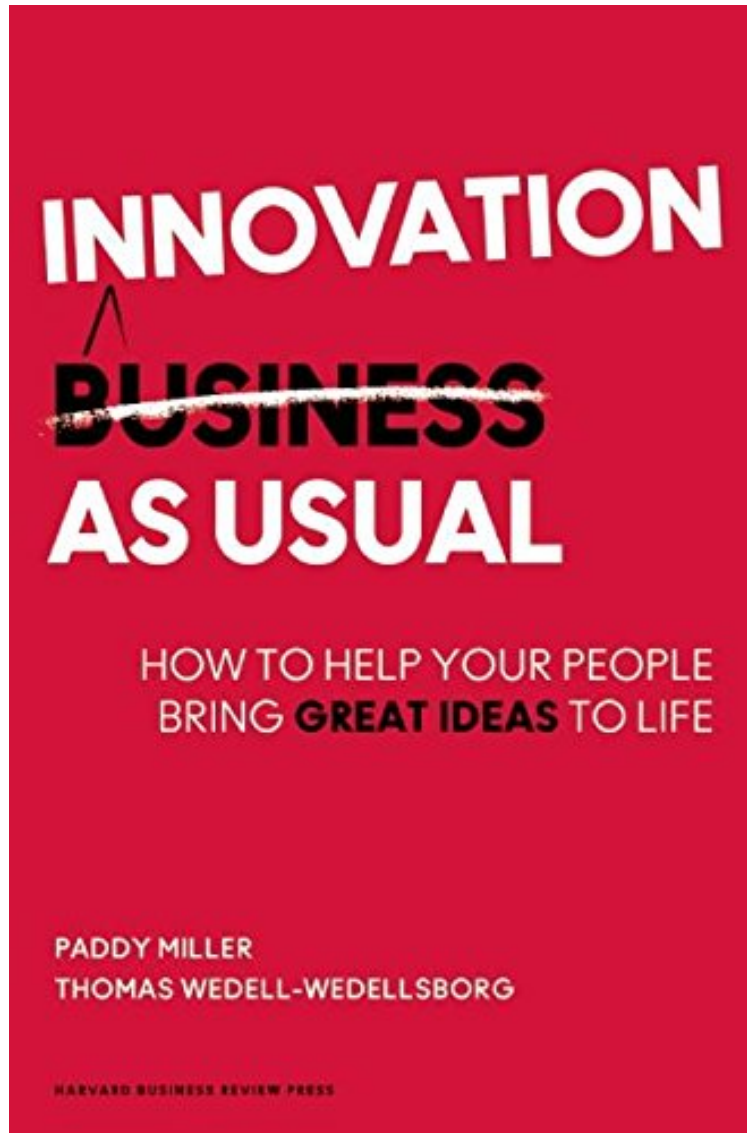


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Innovation as Usual: How to Help Your People Bring Great Ideas to Life

Paddy Miller, Thomas Wedell-Wedellsborg
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Paddy Miller, Thomas Wedell-Wedellsborg : Innovation as Usual: How to Help Your People Bring Great Ideas to Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation as Usual: How to Help Your People Bring Great Ideas to Life:

4 of 4 people found the following review helpful. A must read By Charles Ford I find that we generally think we should be more innovative or creative, but then everyday work always ends up coming first. We end up putting innovation projects on the back burner while we focus on those things that are within our comfort zone. This book provides much

needed ammunition to help us break out of our cubicles and start creating great ideas in a no-nonsense, realistic and achievable way. Written with a lethal combination of insight and wit, I would recommend this book to anyone who's looking to choose the road less traveled, but without getting run over along the way. 0 of 0 people found the following review helpful. Good practical guide By Kindle Customer The book makes it easy to understand innovation and how to make it happen in an organization tethered with business as usual. The layering of information into sections and subsections makes it a little hard to keep the overall picture in mind. Perhaps requires a second reading to have a synthesis. 1 of 1 people found the following review helpful. A must read By Mike V. This is a must read book. The concepts offered and the advice given by the authors is pragmatic, practical and priceless. Too many businesses lose vitality from the inside out because they cannot innovate and use the full power of their human resource. If you read this book and implement 50% of what you learn you will develop the innovative spirit needed for success and your business will grow and flourish from the inside out. It is quick and easy to read. You will smile often and learn a lot.

Turn team members into innovators Most organizations approach innovation as if it were a sideline activity. Every so often employees are sent to Brainstorm Island: an off-site replete with trendy lectures, creative workshops, and overenthusiastic facilitators. But once they return, it's back to business as usual. Innovation experts Paddy Miller and Thomas Wedell-Wedellsborg suggest a better approach. They recommend that leaders at all levels become innovation architects, creating an ecosystem in which people engage in key innovation behaviors as part of their daily work. In short, this book is about getting to a state of innovation as usual, where regular employees in jobs like finance, marketing, sales, or operations make innovation happen in a way that's both systemic and sustainable. Instead of organizing brainstorming sessions, idea jams, and off-sites that rarely result in success, leaders should guide their people in what the authors call the 5 + 1 keystone behaviors of innovation: focus, connect, tweak, select, stealthstorm, (and the + 1) persist: Focus beats freedom: Direct people to look only for ideas that matter to the business Insight comes from the outside: Urge people to connect to new worlds First ideas are flawed: Challenge people to tweak and reframe their initial ideas Most ideas are bad ideas: Guide people to select the best ideas and discard the rest Stealthstorming rules: Help people navigate the politics of innovation Creativity is a choice: Motivate everyone to persist in the five keystone behaviors Using examples from a wide range of companies such as Pfizer, Index Ventures, Lonza, Go Travel, Prehype, DSM, and others, Innovation as Usual lights the way toward embedding creativity in the DNA of the workplace. So cancel that off-site. Instead, read Innovation as Usual and put innovation at the core of your business.

Refreshingly, this book forgoes the usual conceit that its readers are CEOs whose whims translate into immediate impact and aims squarely at ordinary managers. New York Observer Innovation As Usual: How to Help Your People Bring Great Ideas to Life is a handy resource for business people in leadership positions, its subtitle capturing its value brilliantly. Knowing how to help employees activate great ideas is the essence of what good managers do and the methods for doing it well are passed on in this how-to manual... Together the authors have compiled a concise collection of case studies involving businesses that have managed to make innovation a regular and lucrative part of their operations. It distills the wisdom taken from these studies into six points. This level of clarity and focus means you could finish the book in two to three sittings and be ready to mend choke points on your company's creative path; the very next day. The Big Issue Innovation as Usual is a very useful book for leaders interested in building innovation into the DNA of their organization. Research-Technology Management Business leaders need to help people working for them to be innovative as part of their daily working lives rather than just during isolated brainstorming events. The Future of Business The book at first glance seems to be a light-footed management consulting book, you should not be deceived The last part of the book is full of suggestions that the curious and diligent reader can dig into. It is a book that is solidly grounded and should be required reading for all CEOs who want to maintain their lead. Berlingske (Denmark) Professor Miller challenges thinking on the importance of innovation within organisations. BT (Australia) In 'Innovation as Usual', the authors argue that the art is not to treat innovation as some sort of fashionable accessory but to build it into a company's culture. Sunday Times Where Innovation as Usual really cuts through the white noise is that it is fearless in its message (the section on how to kill off ideas is particularly useful). And the message is loud, clear and simple. For innovation to happen in a meaningful way it has to be part of daily work. Engineering Technology Magazine, The Institution of Engineering and Technology "Miller and Wedell-Wedellsborg are world-class empiricists and diehard pragmatists. First Friday Book Synopsis (ffbscn.wordpress.com) ADVANCE PRAISE for Innovation as Usual: Vijay Govindarajan, Professor, Tuck School of Business at Dartmouth College; bestselling author, Reverse Innovation This book is about an idea whose time has come. An eminently practical guide on how to convert innovative ideas into commercial success. Jostash;rgen Vig Knudstorp, CEO, The LEGO Group Innovation as Usual shows you how to make innovation happen within your team on a regular basis. A rich and fascinating read. Jessica Jackley, Cofounder, Kiva; venture partner, Collaborative Fund Innovation as Usual is packed with powerful ideas and practical advice for aspiring innovators. A great guide for people who want to make the world a

better place.” Jacob Holm, President and CEO, Fritz Hansen A/S “I’ve been looking for this book for a long time! Innovation as Usual provides an easy-to-implement process on how to organize the innovative instincts of the people in your company.” Frans Johansson, CEO, The Medici Group; author, The Medici Effect and The Click Moment “The authors challenge the notion that innovation cannot happen as part of every leader’s day-to-day responsibilities. It is packed with vivid examples and great tactics to ensure consistent execution of exciting new ideas for any leader within an organization. Great read!” Joergen Bardenfleth, Strategy Director, Microsoft International; Chairman, Symbion “If you are tired of reading about innovation as fluffy stuff and want to create results by doing new things, this is the book for you.”