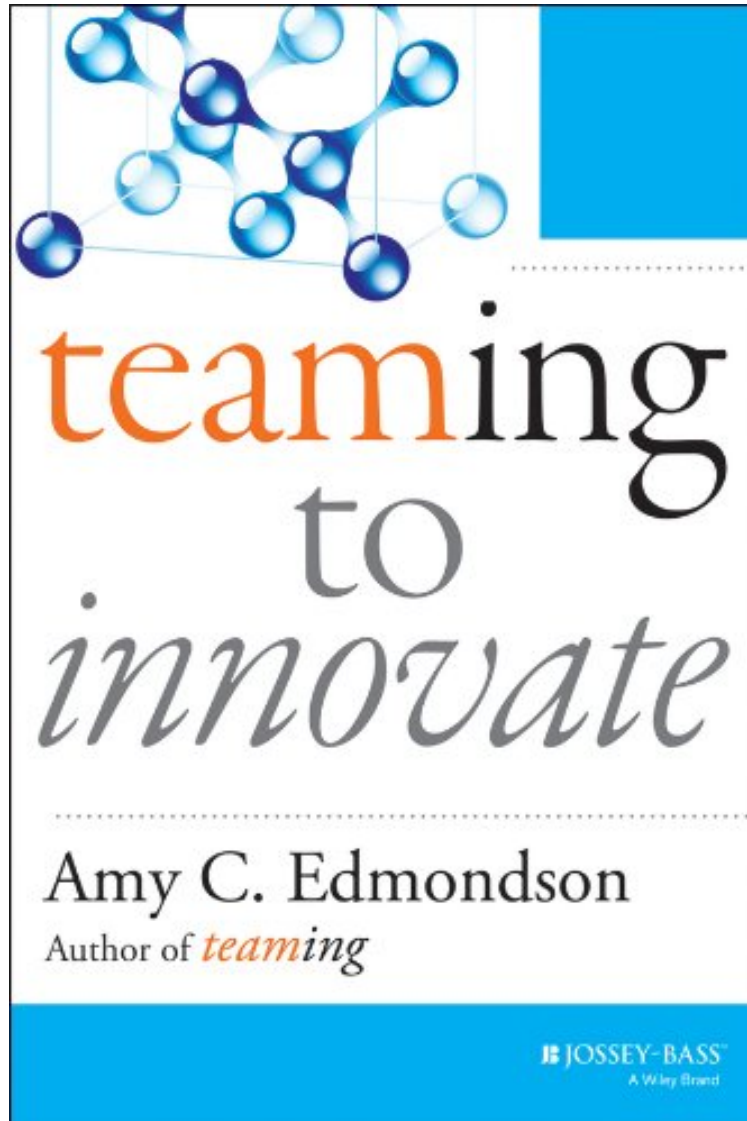


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Teaming to Innovate (J-B Short Format Series)

Amy C. Edmondson

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the premier researcher in this area and has pulled together in this book most of the important ideas around organizational and team learning. Teams are more important than ever because tasks are getting more complex and cultural heterogeneity is becoming more common. This book is, therefore, essential reading for the leader and manager of today. Ed Schein

Innovation requires teaming. (Put another way, teaming is to innovation what assembly lines are to car production.) This book brings together key insights on teaming, as they pertain to innovation. How do you build a culture of innovation? What does that culture look like? How does it evolve and grow? How are teams most effectively created and then nurtured in this context? What is a leader's role in this culture? This little book is a roadmap for teaming to innovate. We describe five necessary steps along that road: Aim High, Team Up, Fail Well, Learn Fast, and Repeat. This path is not smooth. To illustrate each critical step, we look at real-life scenarios that show how teaming to innovate provides the spark that can fertilize creativity, clarify goals, and redefine the meaning of leadership.

About the Author Amy Edmondson is the Novartis Professor of Leadership and Management at the Harvard Business School, where she teaches courses in leadership, organizational learning and operations management in the MBA and Executive Education programs. Her writings on organizational learning and leadership have been published in more than 60 articles in academic and management journals, and she has consulted widely on these topics for organizations around the world. Before her academic career, she was Director of Research at Pecos River Learning Centers, where she worked with founder and CEO Larry Wilson to design and implement change programs in large companies including General Motors, DuPont, Sears and others. Her recent consulting activities include projects on organizational learning and team effectiveness in such organizations as Federal Express, The Monitor Company, Nortel, American Heart Association, and Harvard Pilgrim Health Care.