



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

By Paddy Miller, Thomas Wedell-wedellsborg

Harvard Business Review Press, United States, 2013. Hardback. Book Condition: New. 212 x 148 mm. Language: English . Brand New Book. 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...



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