

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

By Paddy Miller, Thomas Wedell-Wedellsborg

Donwload Read Online

Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg

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.

Download Innovation as Usual: How to Help Your People Bring ...pdf

Read Online Innovation as Usual: How to Help Your People Bri ...pdf

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

By Paddy Miller, Thomas Wedell-Wedellsborg

Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg

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.

Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg Bibliography

- Sales Rank: #109598 in Books
- Brand: imusti
- Published on: 2013-03-12

- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x 5.75" w x 1.00" l, .80 pounds
- Binding: Hardcover
- 240 pages

Download Innovation as Usual: How to Help Your People Bring ...pdf

Read Online Innovation as Usual: How to Help Your People Bri ...pdf

Download and Read Free Online Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg

Editorial Review

Review

“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 distils 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.” — **B&T (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 (ffbsccn.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."

Jørgen 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."

About the Author

Paddy Miller is a professor at IESE Business School in Barcelona. He has worked with senior executives in organizations such as Nike, Lufthansa, Henkel, Bayer, L'Oréal, Boeing, Citi, and the World Bank, and has led courses at MIT, CEIBS, Harvard, and Darden. Miller is the author of *Mission Critical Leadership*, and his work on global teams was awarded by the Academy of Management.

Thomas Wedell-Wedellsborg is a partner at The Innovation Architects, a management consulting firm in New York City. He is a frequent speaker at corporate events and has worked with managers in nearly all parts of the globe, including China, India, Russia, Singapore, Britain, France, the United States, and his native country, Denmark. He has founded two start-ups and serves as an adviser to BBC Worldwide Labs.

Users Review

From reader reviews:

Michael Coffman:

Book will be written, printed, or created for everything. You can realize everything you want by a guide. Book has a different type. As you may know that book is important thing to bring us around the world. Close to that you can your reading talent was fluently. A book Innovation as Usual: How to Help Your People Bring Great Ideas to Life will make you to always be smarter. You can feel considerably more confidence if you can know about every little thing. But some of you think in which open or reading a book make you bored. It is not make you fun. Why they could be thought like that? Have you looking for best book or suited book with you?

Yadira Singh:

A lot of people always spent their particular free time to vacation or go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity that is look different you can read a book. It is really fun in your case. If you enjoy the book that you just read you can spent the whole day to reading a publication. The book Innovation as Usual: How to Help Your People Bring Great Ideas to Life it is extremely good to read. There are a lot of people who recommended this book. These people were enjoying reading this book. When you did not have enough space to deliver this book you can buy the particular e-book. You can m0ore easily to read this book from your smart phone. The price is not very costly but this book has high quality.

Daniel Pitts:

You could spend your free time to study this book this book. This Innovation as Usual: How to Help Your People Bring Great Ideas to Life is simple to create you can read it in the playground, in the beach, train and also soon. If you did not have much space to bring often the printed book, you can buy the particular e-book. It is make you much easier to read it. You can save the book in your smart phone. So there are a lot of benefits that you will get when one buys this book.

Christopher Suttle:

You can obtain this Innovation as Usual: How to Help Your People Bring Great Ideas to Life by look at the bookstore or Mall. Just simply viewing or reviewing it may to be your solve trouble if you get difficulties on your knowledge. Kinds of this reserve are various. Not only through written or printed but also can you enjoy this book by e-book. In the modern era just like now, you just looking because of your mobile phone and searching what their problem. Right now, choose your ways to get more information about your guide. It is most important to arrange you to ultimately make your knowledge are still upgrade. Let's try to choose correct ways for you.

Download and Read Online Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg #1Q9YBU26KZM

Read Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg for online ebook

Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg books to read online.

Online Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg ebook PDF download

Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg Doc

Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg Mobipocket

Innovation as Usual: How to Help Your People Bring Great Ideas to Life By Paddy Miller, Thomas Wedell-Wedellsborg EPub