

[FREE] ENOVALE: How to Unlock Sustained Innovation Project Success

ENOVALE: How to Unlock Sustained Innovation Project Success

Greg McLaughlin, Vinny Caraballo
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Greg McLaughlin, Vinny Caraballo : ENOVALE: How to Unlock Sustained Innovation Project Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised ENOVALE: How to Unlock Sustained Innovation Project Success:

Without sustained innovation, most organizations will simply fade away. Explaining how to achieve sustained innovation success in today's increasingly competitive global environment, ENOVALE: How to Unlock

Sustained Innovation Project Success provides a validated strategy for implementing innovation projects following the ENOVALE methodology: envision the need, nominate, objectify, validate, align and adapt, link, and execute. The author's first book, Chance or Choice: Unlocking Innovation Success, introduced a proven management process, using the ENOVALE methodology, for identifying innovation opportunities through validated outcomes. This book takes the outcome and provides a method from project initiation to completion. Goes beyond the typical innovation book to outline specific solutions and strategies. Includes templates, flow charts, tools, and strategies for each "means" of innovation. Provides business examples of the philosophy, strategic elements, and success criteria that readers can easily relate to. The text begins by explaining what strategy means in terms of innovation and how it can be transformative for products, processes, and services. After an overview of innovation, the book discusses a series of strategies for each of the three means of innovation. These strategies outline a systematic process you can use to initiate and conduct your own innovation projects. The book includes numerous business examples that illustrate the author's philosophy, strategic elements, and success criteria. After reading this book you will gain a solid understanding of five time-proven implementation strategies that can be applied to any type of innovation project.

About the Author Dr. Greg McLaughlin is a recognized expert on sustained innovation success with an emphasis on design, development, and deployment. He has led and advised numerous innovation and improvement projects, in the consumer, medical, software, and aerospace industries, achieving both recognition and reward for his achievements. He created the ENOVALE management/project methodologies for innovation success. Dr. McLaughlin is a recognized expert in Lean Six Sigma, creating the first set of comprehensive Black Belt materials for the Six Sigma Academy, where he was credited with over \$300 million of cost savings over a 10-year period. In addition to his Senior Master Black Belt status, he honed his skills as a quality management consultant working directly for Dr. Edwards Deming. Dr. McLaughlin has held three executive positions with a strong background in science, engineering, and statistics. He is currently senior vice president of research and development at Global Targeting, an international strategy and advising firm dedicated to sustained innovation success. Publication credits include numerous academic and practitioner journal articles. He is the author of Total Quality in Research and Development (1995), and coauthor of the books Chance or Choice: Unlocking Innovation Success (2013) and ENOVALE: Unlocking Innovation Project Success (2013), which describes the ENOVALE innovation process strategy. His educational achievements include a doctorate in business administration from Nova Southeastern University, a master of science in statistics, and an undergraduate degree in meteorology from Florida State University. Dr. McLaughlin was the director of doctoral research at Nova Southeastern University and presently holds a core faculty position at Capella University. Dr. Vinny Caraballo is an established expert in developing organizational programs that lead to sustained innovation success. Through his research and understanding of culture and how it impacts innovation, he has been able to successfully design methods such as ENOVALE that align people with processes that lead to predictable innovation outcomes. He is particularly focused on applying innovation methods into the services environment. Dr. Caraballo is the CEO of Global Targeting, a management advisory firm focused on innovation and business transformation. He developed his expertise and honed his skills through senior management positions at several global technology and consulting firms and involvement in entrepreneurial ventures. Consequently, he has advised clients and led teams in the United States, Latin America, and Asia. Prior to entering the private sector, he served as a U.S. Army aviation officer. Dr. Caraballo is the epitome of a scholar-practitioner. He brings his management expertise and experience into the classroom as a professor of marketing, strategy, global operations, and supply chain management at numerous universities around the world. His interest in innovation research led him to create the Project Impact Institute, a global research and innovation certification-based organization that studies how culture impacts innovation. He has been published in academic and management-based journals, and is the coauthor of the book Chance or Choice: Unlocking Innovation Success (2013). Dr. Caraballo's educational achievements include a doctorate in international business administration, an MBA, and a master's in project management. He is also a Certified Outsourcing Professional (COP).