

[Mobile book] Executing Innovation: Expert Solutions to Everyday Challenges (Pocket Mentor)

Executing Innovation: Expert Solutions to Everyday Challenges (Pocket Mentor)

*From Harvard Business Review Press
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From Harvard Business Review Press : Executing Innovation: Expert Solutions to Everyday Challenges (Pocket Mentor) before purchasing it in order to gage whether or not it would be worth my time, and all praised Executing Innovation: Expert Solutions to Everyday Challenges (Pocket Mentor):

0 of 0 people found the following review helpful. Five StarsBy Nolangreat for busy people0 of 0 people found the following review helpful. "Vision without execution is hallucination." Thomas EdisonBy Robert MorrisThis is one of the volumes in the Harvard Business Press "Pocket Mentor" series, each of which offers "immediate solutions to common challenges managers face on the job every day." No matter where you are, "these portable guides enable you

to tackle the daily demands of your work with greater speed, savvy, and effectiveness." In this instance, the advice is provided by Kumar Nochur, a consultant who has helped a number of global corporations (e.g. ATT, Gillette, GE, Johnson Johnson, Procter Gamble, and 3M) to plan and execute enterprise-wide innovation initiatives. His subject is executing innovation. Nochur dully acknowledges, "Executing innovation isn't easy. An innovator can run into numerous roadblocks, including resistance to his or her new idea and a loss of momentum as practical challenges eat away at the initial enthusiasm for the idea." His guide explains how to navigate these obstacles so that an exciting idea becomes much more than just an idea - and can thus generate measurable value for the innovator's organization."The narrative consists of only 61 pages followed by "Tips for Executing Innovation" material (Pages 66-94) that consists of six diagnostic exercises ("Could You Be an Innovation Champion?" "Crafting a Vision Statement," "How Good Is Your Vision Statement?" "Communicating with a Stakeholder," "Managing Communications Follow-Up," and "Overcoming Resistance"), a separate "Test Yourself" diagnostic to identify baseline knowledge, (with answers provided), and a "To Learn More" section in which recommends a few resources. Nochur manages to cover many of the key points insofar as executing innovation is concerned. As is also true of the other booklets in this series, the one provides a number of checklists such a seven-step process to execute innovation, a six-step process to develop a vision, a five-step process for building support for an idea, suggestions to consider when formulating a preliminary outline to use as a guide for research and input, a six-step process for building a preliminary business case, some guiding principles to use when preparing a presentation, tactics for overcoming resistance, a five-step process for overcoming resistance, and suggestions as to how to sustain enthusiasm for the idea. As these brief remarks clearly indicate, Nochur's emphasis is on what works. He is clearly a pragmatist whose suggestions are based on empirical evidence. The Message" with which he begins the book includes several observations that seem most appropriate as a conclusion to my brief commentary: "To stay competitive, companies must continually come up with innovative new products, services, and ways of doing business (such as reducing error rates or understanding customer better). And all that innovation calls for creative thinking. But creativity is just the first step to successful innovation: if fresh ideas aren't executed - if they aren't turned into actual new offerings or business processes - then they're of little use to an organization." As Thomas Edison observed more than a century ago, "Vision without execution is hallucination." Those in need of wider and deeper coverage of this important subject are urged to check out the sources that Nochur recommends (Pages 93-94) as well as other volumes in this series, notably Coaching People, Giving Feedback, Leading People, Managing Crises, Managing Time, and Performance Appraisal. Also, two books written by Tom Kelley (The Art of Innovation: Success Through Innovation the IDEO Way with Jonathan Littman and The Ten Faces of Innovation: IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your Organization co-authored with Littman), The Game-Changer: How You Can Drive Revenue and Profit Growth with Innovation co-authored by A.G. Lafley and Ram Charan, Howard M. Guttman's Great Business Teams: Cracking the Code for Standout Performance, Guy Kawasaki's Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition, and Doing What Matters: How to Get Results That Make a Difference - The Revolutionary Old-School Approach co-authored by James M. Kilts, John F. Manfredi, and Robert Lorber. Note: My rating is of this volume's quality and value as a booklet.

The Pocket Mentor series offers immediate solutions to the challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real-life examples to help you identify strengths and weaknesses and hone critical skills. Whether you're at your desk, in a meeting, or on the road, these portable guides enable you to tackle the daily demands of your work with greater speed, savvy, and effectiveness. Ideas are not enough: successful innovation requires people to pick up where the creative process leaves off. These people must take the creative idea and apply it to a real-life problem to design a new product, service, or process. They must construct a carefully articulated vision for the project, draw up a feasible financial plan, and advocate the project over the whole course of its development and implementation. This book teaches you how to execute an innovation from start to finish:- Develop a vision statement that stands up to evaluation criteria- Build a strong business case to the stakeholders who will be affected- Manage both explicit and hidden resistance to change- Sustain the passion around your idea and keeping its momentum going

About the Author The Pocket Mentor Series offers immediate solutions to common challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real life examples to help you identify your strengths and weaknesses and hone critical skills.