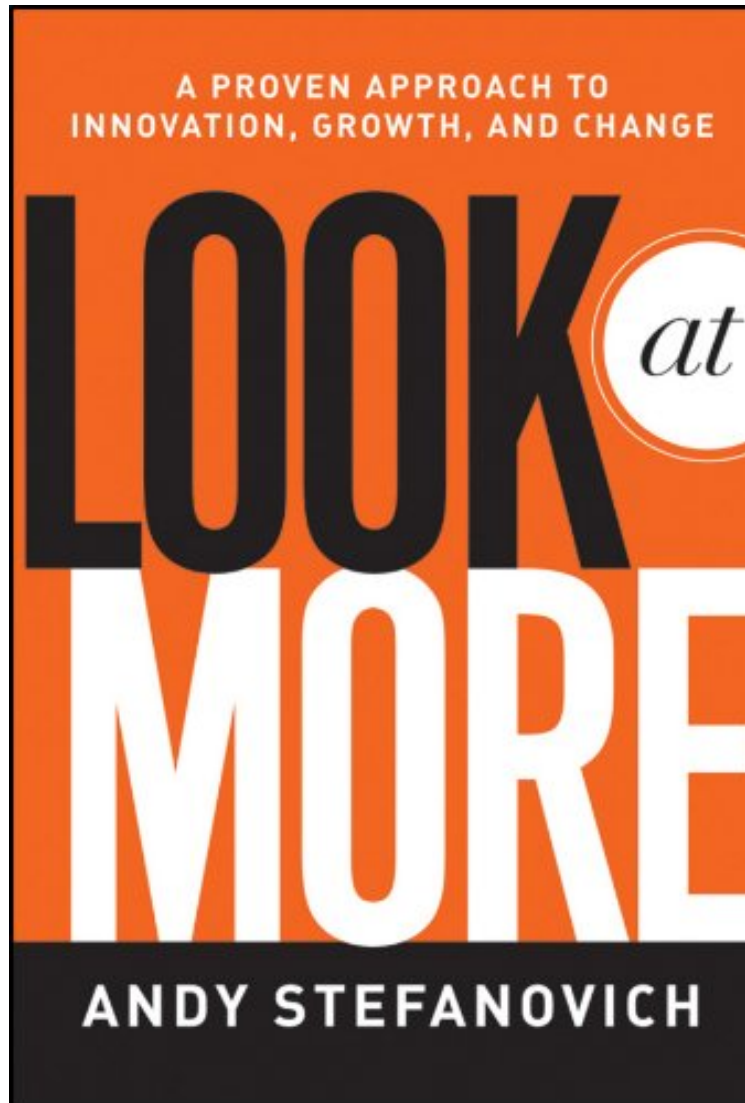


[Free pdf] Look at More: A Proven Approach to Innovation, Growth, and Change

Look at More: A Proven Approach to Innovation, Growth, and Change

Andy Stefanovich

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1 of 1 people found the following review helpful. Inspiration is at the center of organizational cultureBy Creativegirl11For all the money, time and resources that are thrown at culture work in organizations, Stefanovich nails the simplicity of what culture is really all about. Whether you are inspired by his real life stories and results, or by his

tips and ideas for injecting some life and energy into your organizations the book is an inspiration in and of itself. Great, fun read. 0 of 0 people found the following review helpful. A must read if you want to fire up your passion By Big Shel What an inspiring book. I've always felt like I live on an island at most places I work, but this book made me feel like there are many other castaways and if we just speak up we can find each other and up the ante on our creativity and passion. I loved it. 0 of 0 people found the following review helpful. Loved It! By Linda Gardener Great for encouraging those who might feel like they've been stuck in a rut to look at things in a fresh way.

Praise for Look At More "Andy Stefanovich is a masterful storyteller and a true 'curator of inspiration.' Look At More gives you a dose of Andy's adrenaline and creative can-do spirit, and it provides you with a powerful how-to guide for inspiring workplace innovation that lasts." — Beth Comstock, chief marketing officer, GE "Andy Stefanovich has always exhorted his clients to 'look at more stuff, think about it harder.' With this inspired and inspiring book, he shares dozens upon dozens of ways to put that principle to work. Look At More offers a way to real business transformation." — Daniel H. Pink, author, A Whole New Mind and Drive "Andy offers the reader a unique insight into what it really takes to create innovation within the structure of a corporate environment today. Andy doesn't think outside the box. He blows it up and starts again, helping large corporations think and behave like start-ups." — Duncan Wardle, vice president, Creative Inc., Disney Company "Andy Stefanovich delivers a host of innovative approaches to transform you and your business. The addictive narrative, while informative and actionable, is as creative as he wants us all to be." — Ivy Ross, executive vice president, marketing, Gap Brand at Gap Inc. "Look At More gives business leaders a practical and comprehensive framework to build, maintain, and most importantly inspire innovation not only at work but in all parts of life." — Stew Friedman, Wharton professor and author, Total Leadership

From the Inside Flap Why does real innovation elude so many companies, including those with the best technology, the cheapest resources, and even chief innovation officers? The problem is that they lack inspiration. Inspiration — as defined and outlined in this book — is a discipline (not to be confused with the real but short-lived burst of energy that sometimes occurs after quarterly earnings reports or the arrival of a charismatic new leader). It is a systematic approach that, when applied consistently, brings long-term, sustainable results. Look At More teaches you how to harness inspiration by thinking differently — and to encourage others to do the same. Designed to be an individual and organizational hands-on guide, Look At More focuses on the front end of the Inspiration — Creativity — Innovation continuum. Using Stefanovich's proven LAMSTAIH approach (Look At More Stuff, Think About It Harder), leaders and employees can develop the practical skills, leadership behavior, and cultural mindset to consistently create ideas and drive innovation. Built on the principles of the five M's for unleashing creativity within an organization, Look At More explores: • Mood: The attitudes, feelings, and emotions that create the context for inspiration and creativity • Mindset: The intellectual foundation and baseline capacity each of us has for getting inspired and thinking differently • Mechanisms: The tools and processes of creativity at work • Measurement: The qualitative and quantitative performance and the guidance for giving critical feedback • Momentum: The active championing of celebrating inspiration and creativity to create a self-reinforcing cycle for growing innovation Together the five M's can act as a diagnostic tool and a guide for inspiring individuals, empowering teams, and transforming organizations to become true models of innovation. About the Author Andy Stefanovich, chief curator and provocateur at Prophet, has spent the past twenty years helping the world's leading companies drive innovation from the inside out. In 1990, Andy cofounded Play, a creativity and innovation company, which changed the way business does business. Play and Prophet joined forces in 2009. A popular and dynamic speaker, Stefanovich frequently delivers keynote addresses to leading international organizations and has been featured on CNBC and MSNBC. He lives in Richmond, Virginia. For more information, please visit www.prophet.com/lookatmore