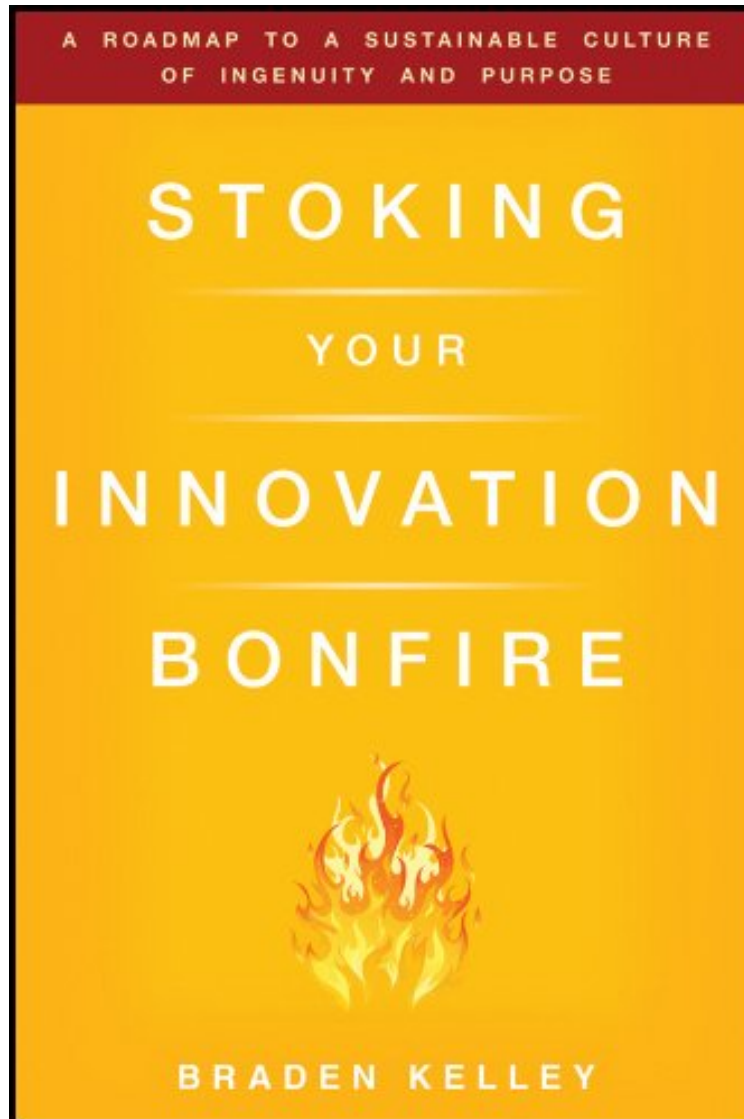


[Free pdf] Stoking Your Innovation Bonfire: A Roadmap to a Sustainable Culture of Ingenuity and Purpose

# Stoking Your Innovation Bonfire: A Roadmap to a Sustainable Culture of Ingenuity and Purpose

*Braden Kelley*

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**Braden Kelley : Stoking Your Innovation Bonfire: A Roadmap to a Sustainable Culture of Ingenuity and Purpose** before purchasing it in order to gage whether or not it would be worth my time, and all praised Stoking Your Innovation Bonfire: A Roadmap to a Sustainable Culture of Ingenuity and Purpose:

2 of 2 people found the following review helpful. Braden's book is a **MUST READ!**By Marilyn Blocker D/B/A Innovation OutcomesIt's clear, from today's competitive markets, that innovation is not a luxury. As a result, Stoking Your Innovation Bonfire enjoys a prominent place on my bookshelf. In fact, it will do more than serve as an ongoing

reference for me personally, as I've decided to give it as a prize at a number of my upcoming speaking engagements on innovation. Kelley's book is amazing in that it's a relatively short read (for busy professionals and executives) but is also extremely comprehensive. Effectively capturing innovation theory, Kelley also provides numerous case studies, lists, charts, and references to a website, with ancillary material. On a separate note, Kelley's blog,  [BloggingInnovation.com](#), is unparalleled! Its format is easily readable and contains many articles by prominent authors and thought leaders in the field of innovation including Tom Peters, Rowan Gibson, Matthew E May, Stephen Shapiro, and more. On a final note, it appears that the current myopic focus on speed and breakthrough innovation as an exclusive success strategy, is moderated by Kelley's emphasis on the importance of linking innovation strategies to the type of innovation that's required, as opposed to what may be in vogue at the moment. As a consultant who grounds much of her work in the organizational life cycle, I was really pleased to see how Kelley ties innovation strategy to "innovation maturity levels." In some organizations, "slow" or incremental innovation is clearly the most appropriate strategy, and Kelley validates this. I must say that I don't think there's a base that Kelley hasn't covered in this book, which is why I will enthusiastically read any additional books that he might publish in the future!

0 of 0 people found the following review helpful. Is it hot in here? Stoking Your Innovation Bonfire is an eminently useful guide to innovation best practices

By Andrew C. Marshall

The book's natural progression from vision and strategy through to organization psychology and innovating under crisis conditions makes this a useful guide to keep at hand as you continue on your innovation journey. Braden notes, and I wholeheartedly agree, that there are fundamentals without which you will not be successful. He clearly describes the challenges and offers sensible solutions for addressing them. His approach is to create the culture and systems and processes that will support innovation for the long-term. Perhaps one of my favorite sections is titled "Saying No in the Right Way." So many times I have seen the passion of innovators in organizations run aground on the negativity attendant with the strategic (and sometimes, not-so-strategic) decision-making surrounding which opportunities to pursue and which to abandon. Braden addresses the ego inherent in people sharing and evaluating their ideas in a public domain. He also notes that sometimes the smartest people in the room have the least capability to explain or develop their ideas in order to make their invention an innovation reality. The approach he recommends is to foster trust by understanding the skills that people bring to the table before you go down the innovation road as well as set clear expectations for the process of selection. All of which requires preparation...

This readily accessible offering is focused on getting the fundamentals of innovation right. It directly addressed key obstacles that cripple innovation in organizations, regardless of their initial innovation successes.

For the complete review go here: [...]

1 of 1 people found the following review helpful. My Innovation Unleashed

By Duke Ngcobo

Few months ago my manager asked me what are my plans for the next five years and I replied am gonna be the first CINO (Chief Innovation Officer) in the business. She laughed and asked if such thing existed. After reading this book I found who an what I am. Am a troubleshooter. Great book must read for those who are visionary...

Essential strategies to transform your organization and boost your profits

Want to recapture your organization's original innovative spirit? Stoking Your Innovation Bonfire helps you remove the obstacles that have crippled the innovation superpowers that made your organization successful in the first place. Helps you identify the blockages hindering innovation within your organization Reveals the fundamental changes that will help your business rebuild its hidden or lost innovation capabilities Explores leading innovation theories you can apply right away-without expensive consultants Get the strategies you need to remove innovation barriers, increase profits-and change the way you do business.

"Kelley may have become an online media personality, but he's probably more well-known within the innovation community as author of the book *Stoking Your Innovation Bonfire*, published October 2010 by John Wiley Sons. I wanted to provide a book that helps people identify and remove barriers to innovation and is an innovation primer for people who are looking to get started," (Seattle Times, 4 September 2011)

From the Inside Flap

Every successful organization began as a nimble, innovative start-up with the ability to course-correct and quickly adapt to the needs of its customers. But along the way, success and growth may have caused changes in the structure, the culture, and sometimes even the vision of the business. *Stoking Your Innovation Bonfire* equips your organization to identify and remove those barriers to innovation that have prevented it from achieving sustainable growth and change. Braden Kelley shares the profound insight, simplicity, and uncommon sense that have helped countless organizations get back their innovative spirit and leverage the collective wisdom and passion of their employees. Filled with case studies and proven guidance, this book evolves leading innovation theories into coherent, practical applications that you can implement in reinvigorating your own organization--without expensive consultants. You'll find world-class guidance on overcoming your business's blockages in the areas of: Vision Strategy Goals Insight Idea generation and evaluation Idea commercialization Organizational psychology Information and structure Sustainability

In today's fast-paced marketplace, those unwilling to change are often left behind. With an interactive Web site including health checks and an innovation audit, as well as video and text interviews, *Stoking Your Innovation Bonfire* provides you with the tools you need to

reframe your business's innovation strategy and goals and successfully supply the marketplace with revolutionary solutions to your customers' issues. Knock down your barriers to innovation. Create a healthy cooperation with the need for operational excellence. Let your corporate brilliance shine. Get the fire started with Stoking Your Innovation Bonfire. From the Back Cover Get back that innovation mojo! "Innovation is all about taming the unknown. In large companies, the unknown often goes unfunded. Stoking Your Innovation Bonfire arms you with the case studies you need to go from random spark to a steady burn." --Steve Faktor, Vice President, Business Growth and Innovation, American Express "Innovation is essential for the long-term success of companies. Braden Kelley provides individuals, organizations, and companies with a very powerful matchbox (tools and insights) to vigorously light their innovation bonfires! A must-read." --Chris Thoen, Managing Director, Global Open Innovation Office, Procter Gamble The essential guide for jump-starting your business's innovation process, Stoking Your Innovation Bonfire helps you regain the innovation superpowers that made your organization successful in the first place. Take a look inside and discover: How to identify the barriers to innovation challenging your organization Why innovation can't happen until you get rid of blockages hindering it How to make the fundamental changes needed to rebuild hidden or lost innovation capabilities Find out how vision, strategy, and goals combine to set the stage for successful innovation. Remove the roadblocks to innovation preventing your organization from creating sustainable growth and change. It's time to get back that innovation mojo--start now, with the wealth of strategies and tactics found in Stoking Your Innovation Bonfire.