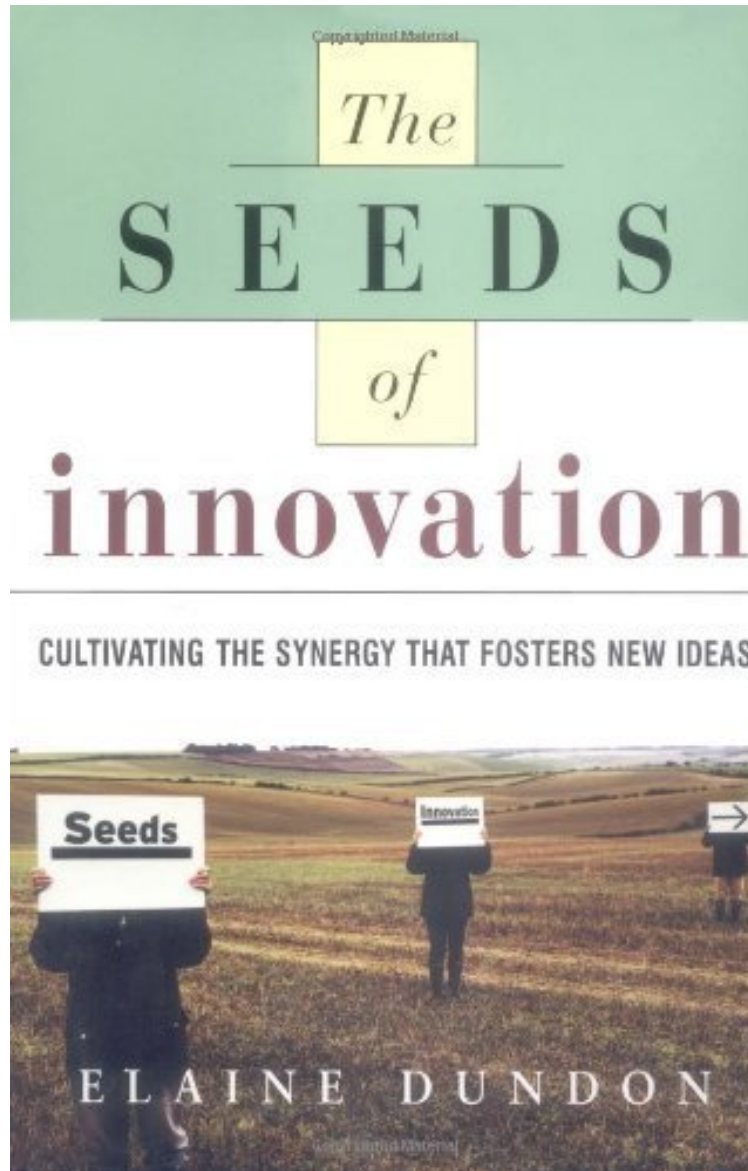


(Get free) The Seeds of Innovation: Cultivating the Synergy That Fosters New Ideas

The Seeds of Innovation: Cultivating the Synergy That Fosters New Ideas

Elaine Dundon

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Elaine Dundon : The Seeds of Innovation: Cultivating the Synergy That Fosters New Ideas before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Seeds of Innovation: Cultivating the Synergy That Fosters New Ideas:

0 of 1 people found the following review helpful. Seeds of Innovation By Carlene Carlson-Cassem Did not appreciate this was a library book. I would like to have known that fact. Book was in ok condition. 10 of 11 people found the

following review helpful. Relevant, Practical, Good Tool By Roger E. Herman Innovate or stagnate. Or, put another way, innovate or stand helplessly and watch your competitors eat your lunch! Wise leaders stimulate, encourage, reinforce, and reward innovation. If you're not doing this in your organization, now is the time to start...and this book will show you the path. The book is organized into three parts: The Seeds of Creative Thinking, The Seeds of Strategic Thinking, and The Seeds of Transformational Thinking. Dundon, a consultant and speaker on innovation, takes us out of the proverbial box. The process starts with an introductory chapter that delivers an introduction to innovation management. In this presentation, the author sets the stage nicely for the value of the balance of the book. Each aspect of thinking is essential to making a difference in an organization. Dundon explains the what, the why, the how, and provides examples in a very instructive text. Each chapter addresses skills and strategies to generate creativity, a strategic approach (big picture and visionary), and practical how-to ideas to support innovation in organizational settings. Reading the chapters alone is worthwhile, but we're not done yet. Following the eleven chapters are five appendices, a recommended reading list, and an index. The appendices provide an explanation of the nine step innovation process, a list of probing questions to energize innovative thinking, 99 innovations and 99 trends. Readers will find it valuable to go through the list of trends and consider their influence on how their organization does business...and will do business in the future. As a futurist by profession, I can vouch for this being a comprehensive and highly usable list. The additional criteria section, while not too long, offers even more thought-provoking insights to check your work, stimulate more discussion, and refine the product of your synergistic thinking. Readers will find this book valuable as a cover-to-cover read, but then highly effective as a tool to achieve significant results. 7 of 10 people found the following review helpful. A good overview of the role of innovation in organizations By JLB In her book, *The Seeds of Innovation*, Elaine Dundon shows how companies can foster and grow this innovation. Dundon founded a company called The Innovation Group Consulting, Inc. This is a consulting group that works with individuals and corporations to help them with innovation. Dundon focuses on three major types of innovations: Efficiency Innovation, Evolutionary Innovation and Revolutionary Innovation. All new innovations within an organization can fall into these three categories. Which type of these three innovations the organization chooses is dependent on what goals the organization seeks. Efficiency Innovations deals with making a product or service faster or more efficient, such as extending service hours of a fast food chain. Evolutionary innovation deals with making an already existing service or product "distinctly new and better," such as the ATM for 24 hour banking. Revolutionary Innovation focuses on introducing a radical new change to the marketplace, such as McDonald's did with fast food. All organizations need to decide on which three of these innovations to focus on. In *The Seeds of Innovation* Dundon also focuses on individual innovation as well as organizational innovation. She creates a nine-step method for improving innovation within organizations. In order to implement these steps Dundon first focuses on the ability of the individual to be creative in an organization. This creativity can come from a number of tools Dundon offers, such as mind mapping, brainstorming as well as different ways of thinking and asking questions. I did not like a few things about the book. I felt it was overall interesting and informative, however I don't think it broke new ground on the subject. A lot of the most powerful ideas found in the book were paraphrased from others, such as Michael Ray's "voice of judgment". It's good to explain such ideas clearly because they are important in innovation, however I didn't feel Dundon brought enough of her own ideas to the table. All her ideas are very intuitive and mundane. She seems to be just saying essentially the same themes from different angles. The book could be easily boiled down to a handful of key points. Moreover, I don't think managers will learn a whole lot from the last two sections of the book. These seem to go over very basic concepts of innovation within an organization. Anyone who has little background in the world of business will find this book informative. CEO's or other people with business experience may find parts of the book simple, however there are a number of techniques all people can benefit from. This is a clear, simple read but I just think there are better books on the subject out there.

Breakthrough innovation is a prerequisite for success in almost any organization, yet the actual management of innovation has only recently begun to receive the attention it deserves. Here, innovation thought leader Elaine Dundon offers a "how-to" prescription for building creative and strategic innovation skills at all levels of an organization (rather than focusing on decision-making levels only) -- and explains how to produce measurable results that translate directly to the bottom line. Using field-tested concepts and practical examples, and featuring easy-to-apply processes and concrete thinking tools, this straight-talking book provides a broadly applicable guide to innovation -- one that's not limited to a specific industry sector. Today's most comprehensive, one-stop innovation resource, it describes: * The three necessary components of innovation -- creative, strategic, and transformational thinking * Methods for applying innovative thought to existing products, processes, and business models * 90 great innovations and 90 trends to consider

"...a remarkable book...filled with a wealth of actionable insights into how to inspire and manage innovation...a must-read." -- *Innovation Tools*, May 2003 "...an easy read...a good synthesis of tools, checklists, and examples...readers will find this book worth their while." -- *Journal of Product Development and Innovation Management*, 2003 "...provides

some arresting ideas for those who want to draw inspiration from the workplace." -- Financial Executive "...wealth of insights and advice...most sensible, straightforward, and usable tools...to come my way in quite some time." -- The Futurist, March/April 2003 "One of the Top 10 Business Reads" -- The Globe and Mail, December 11, 2002 "This is a clear-headed book that explains innovation in practical terms." -- The Globe and Mail, September 2002 "usable tool for effective change-making to come my way in quite some time I recommend it." -- Futurist, Lane Jennings April 2003..breaks down the barriers of conventional thinking, helping readers embrace a superior level of innovation that business leaders crave -- BIZLIFE, November 2002 Clear-headed book that explains innovation in practical terms and offers a sensible formate for building innovation in your workplace. -- Toronto, Ontario Globe Mail, Sept. 4, 2002 From the Author When I wrote The Seeds of Innovation, I wanted to write a practical book that would be different than most of the academic, theoretical books written on the subjects of Innovation and Innovation Management. I trust that you will find The Seeds of Innovation to be a thought-provoking, easy to understand, how-to book for stimulating innovative thinking at the individual level, as well as, if you are a manager or leader, at the team and organizational levels. Keep innovating! From the Inside Flap "Written in an accessible style, this insightful and inspiring book offers tools, resources, case studies and concepts that will guide the reader....Elaine Dundon shows us how. This is a transformational book." --G. Christopher, John F. Kennedy School of Government, Harvard University