

Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity

By Langdon Morris, Moses Ma, Po Chi Wu

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Find your company's unique innovation style, and nurture it into a powerful competitive advantage

Praised by business leaders worldwide, ***Agile Innovation*** is the authoritative guide to survival and success in today's "innovate-or-die" business world. This revolutionary approach combines the best of Agile with the world's leading methods of Innovation to present a crisp, articulate, and proven system for developing the breakthrough capabilities every organization must master to thrive today and tomorrow.

You already know that effective innovation doesn't happen by accident—it is achieved by careful design. Agile Innovation addresses the three critical drivers of innovation success: accelerating the innovation process; reducing the risks inherent in innovation; and engaging your entire organization and your broader ecosystem in the innovation effort.

The key frameworks described here build on the proven success of Agile to provide a comprehensive and customizable Innovation Master Plan approach to sustained innovation improvement in the five critical performance areas: strategy, portfolio, process, culture and infrastructure.

Major topics include: the power of Agile in the innovation process, how to overcome innovation risk, the best tools to evoke engagement and collaboration, branding as an integral element of innovation, and the best leadership skills and practices that create the special environment that enables transformative growth. Readers will learn specifically how to create better ideas, develop them more efficiently, and work together more profitably and effectively to achieve breakthroughs.

The insights offered in this book are highlighted in 11 detailed case studies illustrating the world's best innovation practices at Wells Fargo, Nike, Volvo, Netflix, Southwest Airlines, NASA,*The New York Times*, and others, in dozens

of specific business examples, in two dozen powerful and unique techniques and methods, and a full set of implementation guidelines to put these insights into practice.

Key Insights:

- Understand how to implement the many ways that innovation efforts can be accelerated to achieve even greater competitive advantage
- Learn to create a culture of innovation, greater engagement, and rich collaboration throughout your organization
- Discover how to reduce risk and accelerate learning
- Implement your own unique plan to enhance collaborative innovation, from leadership through operations
- Integrate key agility principles into your strategic planning decisions for sustained improvement
- Explore dramatic new approaches to open innovation that optimize large scale innovation
- Apply the latest and best technology tools to enhance innovation, reduce risk, and promote broad participation.

This is a must read book, a practical guide for fostering a culture of innovation, nurturing creativity, and efficiently developing the ideas that drive strategic growth.

And since innovation is not imitation, you know that copying the ideas and strategies of other successful organizations will not produce the desired outcomes. Hence, all leaders must develop their own way of innovating and nurture the right style of collaborating for their own organization. This book will guide you to find your own unique pathways to success.

Blaze your own trail to the high levels of innovativeness and organizational agility by learning from the expert guidance and practical, actionable advice offered throughout this important book.

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Editorial Review

Review

"In today's world of always-accelerating global competition, organizations either innovate or die. And as the authors of this worthwhile book make clear, innovation in the Networked Age is a team sport. It's no longer enough just to think differently. You have to think faster. You have to think more productively. And to do that, you need to think collaboratively. This book is filled with good advice on how to do just that. Read it, then share it with your co-workers!"—Reid Hoffman, cofounder/chairman of LinkedIn and coauthor of the #1 *New York Times* bestseller *The Alliance: Managing Talent in the Networked Age*

"No matter what business you are in, innovation is at the heart and soul of success in the Digital Age. This thought-provoking and inspirational book is a must read for anyone seeking to master the art and science of innovation and accelerated business development. Simply put, it's a map that will lead you and your organization to exponential breakthrough success in the new Digital Gold Rush."—Jack Canfield, coauthor of *The Power of Focus and The Success Principles: How to Get from Where You Are to Where You Want to Be*

"*Agile Innovation* promises to profoundly transform businesses and institutions. By bridging the worlds of Agile and traditional corporate innovation, the authors have created a mash-up for business strategy that enables the transformation of self-organizing toward self-optimizing teams and offer a map for the journey to the development of self-actualizing organizations. This must-read book is a strategic imperative for anybody aiming to successfully deliver new products or services in a brutally competitive, digitally-accelerated business world."—Errol Arkilic, CEO of M34 Capital and co-creator of the Innovation Corps

"Innovation is not about new products or services. It is about speed. Agility. The old methods of innovation are slow and rarely involve those who matter most: front-line workers. This book absolutely changes the game and it will change the way you innovate. Don't delay. Read it now!"—Stephen Shapiro, author of the bestselling *Best Practices Are Stupid* & *24/7 Innovation*, and formerly Director, Accenture, Global Process Excellence Practice

"Innovation has been a hot topic in the worlds of business and academia for most of the last decade. Finally, a comprehensive book has been written about what specific skills and behaviors are need to narrow the gap for companies of all sizes to have innovation become a core driver of sustainable growth and positive financial impact. Today's corporate leaders must build a culture of agile innovation and this book is the perfect manual for business today." — Harry W. Kellogg, Vice Chairman, SVB Silicon Valley Bank

"Innovation is too often discussed in the abstract, almost as a spiritual totem. The authors of *Agile Innovation* de-mystify innovation, and lay out a thoughtful road map for readers to understand how to create innovative organizations. The methodology applies as well to large organizations as start ups and should be on the reading list of anyone who wants to prepare their companies for the rest of the 21st century."—Gary Rieschel, Founder and Managing Director, Qiming Venture Partners

"Sustainable Innovation: the speed to innovate and the ability to foster a culture where constant creativity is the norm is becoming a critical function for organizations and individuals given the fast pace of today's global business. *Agile Innovation* captures the essence of this domain in a succinct, informative and highly engaging manner."—George Thomas, Partner and Director, IBM Corporation

“*Agile Innovation* is a rare and exceptional book. It has the potential to move the entire field forward, through the clarity of its writing and the importance of its message. If you are going to read any book on innovation this year, make it this one.”—Pascal Baudry, PhD, Founder, WDHB Consulting Group

"This is a very important book, and makes a strong case for a paradigm shift in the methodology of innovation, based on the Agile approach. This must read book is successful in practicing what it preaches – in not just preaching innovation but by demonstrating innovativeness – and deserves to be read carefully and digested thoroughly." —Jeff Sutherland, co-creator of Scrum and author of Scrum: The Art of Doing Twice the Work in Half the Time

From the Inside Flap

Are you ready to innovate?

Imagine a business culture where high performance collaboration is the norm, where teams are driven by an internal desire to achieve greatness, and where innovation happens constantly. This is what distinguishes the truly innovative companies—they recognize that innovation is a continuous and collaborative process of adaptation, and they’ve leaped beyond the ad hoc to a systematic and repeatable process of business creativity and results.

This is what *Agile Innovation* is all about. This book will show you, chapter by chapter, how to build an innovative business culture that’s fast and nimble, seizing opportunities before the competition, getting ahead, and staying there.

- **Speed:** Accelerate the innovation process to get maximum results in the least possible time.
- **Creativity:** Discover what the world’s best innovators do to come up with break-through ideas.
- **Risk:** Reduce innovation risk while increasing innovation performance.
- **Engagement:** Achieve effective collaboration throughout your organization, and unleash the hidden great ideas waiting in every corner.
- **Leadership:** Insights from breakthrough innovators will help you make the right choices and get your entire organization on the move.

Based on two decades of proven performance, *Agile Innovation* is a toolkit of unified, effective, and practical methods that work for large organizations as well as start-ups. Filled with insights, numerous examples, detailed case studies, provocative questions, techniques you can apply now, and quick-reference information, *Agile Innovation* will appeal to everyone who’s motivated to shape the future of innovation.

Praised by dozens of business leaders around the globe, this is the book you’ve been waiting for.

It is a detailed road map to innovation effectiveness and success so that your organization can rival the best.

Agile Innovation. This is how to achieve success at high speed.

The authors are the cofounders of FutureLab Consulting, a leading edge firm blending innovation, strategy, and technology solutions for leading enterprises worldwide.

From the Back Cover

PRAISE FOR AGILE INNOVATION

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—Harry W. Kellogg, Vice Chairman, Silicon Valley Bank

"*Agile Innovation* promises to profoundly transform businesses and institutions. By bridging the worlds of Agile and traditional innovation, the authors enable the transformation of self-organizing toward self-optimizing teams, and offer a map for the journey to the self-actualizing organization. This book is a strategic imperative for anybody aiming for success in a brutally competitive, digitally accelerated business world."
—Errol Arkilic, CEO, M34 Capital and co-creator of the Innovation Corps

"This book is a must-read for practitioners of innovation."
—Annie Donovan, CEO, CoMetrics

"The old methods of innovation are slow and rarely involve those who matter most: front-line workers. This book absolutely changes the game and it will change the way you innovate. Don't delay. Read it now!"
—Stephen Shapiro, author of the bestselling *Best Practices Are Stupid* and *24/7 Innovation*, and former Director of Accenture's Global Process Excellence Practice

"*Agile Innovation* is a must-read for anyone interested in what will become one of the major stories of the next few decades. No one is better placed than this team to provide key insights about the blend of agility and innovation."
—Tan Yinglan, author of *Chinnovation* and Partner, Sequoia Capital

"This book is an outstanding addition to the 'bible of best practices.' It is certainly a unique treatise on successful, high-impact innovation in the explosive new global digital age. Universities around the globe should be offering courses centered on this book's valuable content."
—Dr. Dixon R. Doll, General Partner, DCM Venture Capital, and Former Chairman of US National Venture Capital Association

"If you are going to read only one book on innovation this year, make it this one."
—Pascal Baudry, Founder, WDHB Consulting Group

"This thought-provoking and inspirational book is a must-read for anyone seeking to master the art and science of innovation. Simply put, it's a map that will lead you and your organization to exponential breakthrough success in the new Digital Gold Rush."
—Jack Canfield, bestselling coauthor of *The Power of Focus* and *The Success Principles*

Users Review

From reader reviews:

James Stover:

Now a day people who Living in the era just where everything reachable by match the internet and the resources included can be true or not call for people to be aware of each information they get. How many people to be smart in acquiring any information nowadays? Of course the answer then is reading a book. Looking at a book can help persons out of this uncertainty Information especially this Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity book because

book offers you rich info and knowledge. Of course the information in this book hundred pct guarantees there is no doubt in it everbody knows.

Dennis Johnson:

The reserve with title Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity has lot of information that you can study it. You can get a lot of help after read this book. This book exist new understanding the information that exist in this e-book represented the condition of the world today. That is important to yo7u to understand how the improvement of the world. This book will bring you within new era of the the positive effect. You can read the e-book on your own smart phone, so you can read it anywhere you want.

Brian Rutt:

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