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## Building a Culture of Innovation: A Practical Framework for Placing Innovation at the Core of Your Business

*Cris Beswick, Derek Bishop, Jo Geraghty*  
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**Cris Beswick, Derek Bishop, Jo Geraghty : Building a Culture of Innovation: A Practical Framework for Placing Innovation at the Core of Your Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building a Culture of Innovation: A Practical Framework for Placing Innovation at the Core of Your Business:

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for introducing ...By CustomerFine presentation of definitions regarding innovation and framework for introducing this to your organization. However, after the second chapter, the book seems to get wordy without much additional "meat." Despite this, recommend this book as a kickstarter for thinking on building a culture of innovation in your organization.0 of 0 people found the following review helpful. Four StarsBy CustomerBook was in great shape.2 of 2 people found the following review helpful. ExcellentBy DarrenIngram\_dot\_comIt may sound like a tired, over-used cliché; but for a company to really and truly innovate it needs to put this process at its heart, making it a part of its intrinsic DNA. There is more to innovation than just developing a new product or service. It is a cultural being. This book aims to nudge companies into innovating by showing how they can have a cultural transplant along the way, discovering as well that innovation is not a synonym for invention.The authors showcase a six-step "Innovation Culture Change Framework"; that they say is a total, practical solution for companies who have understood the need to be innovators, supported by case studies from successful innovating companies and a lot of practical guidance to boot. It is quite a daunting read, filled to the brim with information that borders on becoming overwhelming. However, the authors (and their editors) have done a great job in controlling this wayward fire hose, making the book feel like "just" an ultra-intense, impactful boot camp. This is definitely one of those books you want to set time aside to read. Skimming through it on your commute or late at night will do it and your business a real disservice. It is a little too easy to get hooked!Many books tend to sing the praises of innovation albeit in a somewhat unrealistic fashion. There is of course "eureka"-style innovation and there are other, evolutionary yet innovative developments too. Not every innovation will set the world on fire, but then again innovation can exist in otherwise quite boring industry sectors. Innovation might be a slightly over-hyped word in today's business lexicon. A company can innovate with fresh thinking, alertness, differentiated products, streamlined business models and exceptional customer experiences. Keeping your eyes and ears open and being aware that there might still be a better solution out there is just the start.This is not a step-by-step guide that you follow and at the end you have a ready-made innovative product or service. You and your colleagues still need to do a lot of hard work and no doubt metaphorical blood, sweat and tears will flow. To adapt a Disney meme, you have to believe. You can't just slap a motto on your company and claim that you are now an innovating company. Well you can, but this reviewer could claim to be the President of the United Stateshellip; who is kidding who?If you really need a short cut to convince yourself, read just the introduction and then jump between the case studies and read them intensely. Sit down, compare and contrast the examples to your own organisation. Do you still think you are doing everything right? (No cheating now, if you are employed by a company that already gets innovationhellip; although complacency is a bad trait too!). You might find that you are suddenly sneaking in a chapter or two and then the compulsive nature of this book will surely take over.Theresquo;s not a lot more to say. An excellent book that considers an important, excellent topic which has the promise and potential to be a great help to any company that needs nudging towards being a truly innovative, forward-looking company.

Being a truly innovative company is more than the dreaming up of new products and services by external consultants and internal taskforces. Staying one step ahead of the competition requires you to embed innovation into your organizational culture. Innovation needs to be embodied in everything that gets done by everyone who works there. By changing your organizational culture to one that supports innovation, you will remove the barriers that stop you responding quickly and agilely to changing market conditions and opportunities for growth. Building a Culture of Innovation presents a practical framework that you can follow to design and embed a culture of innovation in your business.The six-step Innovation Culture Change Framework offers a structured process to make change stick, from assessing your organization's innovation-readiness to leading a managed change process that will foster innovation at each level. It includes case studies from international organizations which have shifted their focus to an innovation culture, including Prudential, Qinetiq, Octopus Investments, Cisco, Siemens, BrightMove Media, Waitrose and Feefo. Supported with downloadable resources, Building a Culture of Innovation is an essential read for business leaders and change implementation teams who want to place innovation at the heart of their business strategy.

"Building an innovation culture into a business is a huge opportunity for many organizations. This book builds frameworks which can help navigate us through the innovation journey, how you create the culture and build momentum through trust and empowerment of teams. It recognizes many of the big hurdles, such as getting the right people into the organization and the barriers that get built to slow down or prevent change. A valuable insight that can help many of us go on these change journeys to create the next generation organization for our businesses to succeed in the future." (Stephen Shurrock, CEO Telefonica Global Consumer Group)"An excellent book that considers an important, excellent topic which has the promise and potential to be a great help to any company that needs nudging towards being a truly innovative, forward-looking company."