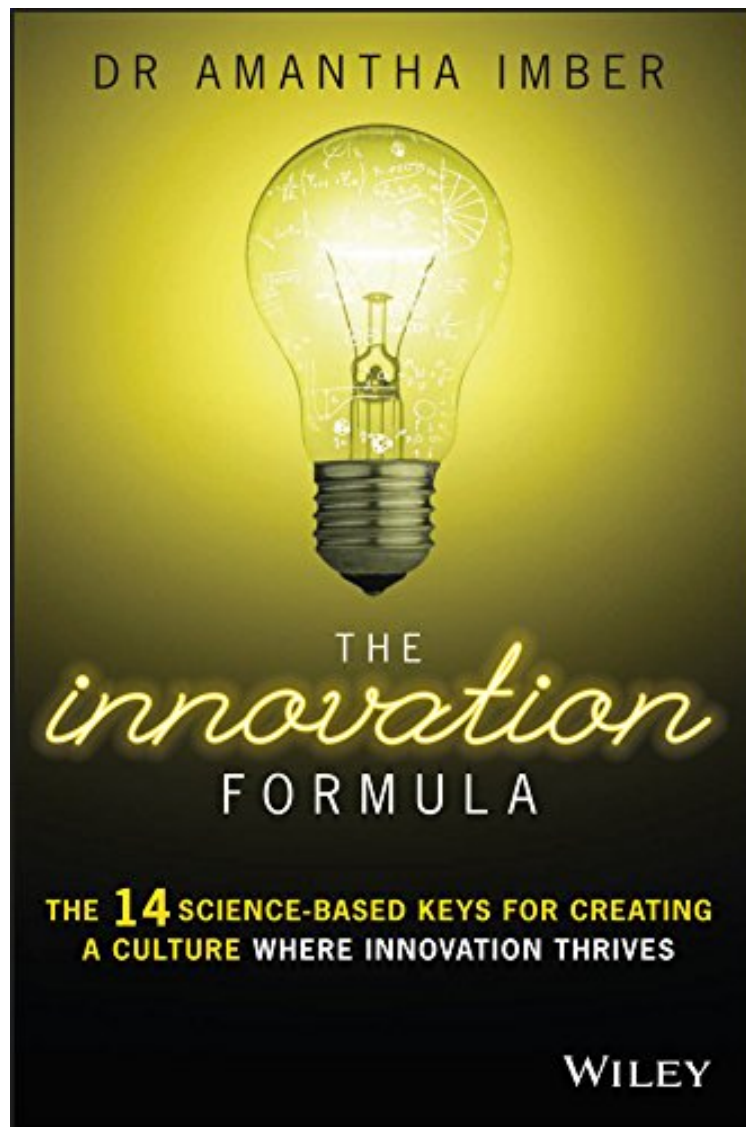


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The Innovation Formula: The 14 Science-Based Keys for Creating a Culture Where Innovation Thrives

Amantha Imber

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Amantha Imber : The Innovation Formula: The 14 Science-Based Keys for Creating a Culture Where Innovation Thrives before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Innovation Formula: The 14 Science-Based Keys for Creating a Culture Where Innovation Thrives:

0 of 0 people found the following review helpful. Innovation Formula presents 14 step blueprint to create environment where innovation thrives By Anna Sabino The Innovation Formula shows how to spark creativity within you and within

your team. This well researched work provides examples of innovation methods introduced at work environments. While describing their impact, it offers valuable suggestions such as having cross-disciplinary teams or paying attention to recognition and challenge within your organization. In an easy to follow format, the book presents a 14 step blueprint to create environment where innovation thrives. With helpful keypoints gathered at the end of every chapter and my highlighted passages The Innovation Formula goes right on to my reference bookshelf. 0 of 0 people found the following review helpful. Back of the cab advice replaced by scientific facts. By Customer My company has been in the disruptive innovation game since 1981 and has received many accolades other the years. But virtually everything I read today on innovation rates as amateur horse racing tips at best for our target market - aspiring small to medium sized businesses. In particular, Amantha's book puts scientific rigor around her 14 steps for creating a culture where innovation thrives. It helps answer the big question business owners ask - where do we start that doesn't risk everything we have built up to date on the advice of a gambler. Top effort, Amantha! Mike Rich Co-founder: Attacheacute; Software; M-Institute (ANZ) 0 of 0 people found the following review helpful. Four Stars By Nate Good content but basically reviewing articles already out there.

A practical guide to innovation strategies based on fact, not feeling The Innovation Formula delivers strategies for building a culture where innovation can thrive, based on actual scientific research. Author Amantha Imber holds a PhD in organisational psychology, and has been called upon by a multinational roster of forward-thinking companies—such as Google, Disney, LEGO and Virgin—to improve innovation at all levels. In this book, she shares her strategies and helps you tap into a substantial body of scientific research to help further innovative practice within your own company. For example, rewarding failed innovations can actually be a critical aspect of building an innovation culture. It's rarely done, but it fosters creative thought by signaling to people that failure is tolerated and is a necessary ingredient in the pursuit of innovation. This kind of practical, easily implemented strategy is the lynchpin of cultural change. This guide shares fourteen separate, yet interconnected strategies for improving your company's innovation culture, and provides illustrative examples of real-world companies who are putting these plans into action. Business innovation guides tend to focus on how one company does it. But it's not your company, and just because it worked for Google or Apple doesn't mean that it's right for you. This book is different; these techniques are based on science, not gut feeling, and can apply to any organisation, at any level. Delve into the science behind successful culture shift For best results, reward innovation, whether or not it succeeds Learn the critical elements that foster organisation-wide creativity Implement practical strategies based on evidence, not anecdotes Fostering a culture of innovation means making your company a safe space for new ideas. Over 95% of business leaders surveyed get it wrong, because intuition cannot compete with data. The Innovation Formula gives you a science-based framework for turning your organisation into one where innovation survives and thrives.

From the Back Cover 'Innovation isn't easy, but then again, neither is table tennis. This hands-on and thoroughly-researched book makes it clear that smart organizations discover that the effort, the planning and the respect they put into creating a culture where innovation is welcome pays big dividends.' —Seth Godin, author of What To Do When It's Your Turn TAP INTO THE POWER OF SCIENTIFIC RESEARCH TO TRANSFORM YOUR BUSINESS INTO ONE WHERE INNOVATION FLOURISHES The Innovation Formula offers a wealth of science-based strategies to create a culture where innovation thrives. From best-selling author and innovation psychologist Dr Amantha Imber, this resource will help you to improve innovation at an individual, team, leadership and organisation level. Through 14 interconnected scientific strategies, this practical guide reveals the research behind each strategy, shows how your company can implement them effectively, and includes examples from leading companies applying these principles. This results-based, easy-to-implement guide will show you how to: make your company a safe place to fail in order to encourage innovation understand the science behind a successful innovative culture shift put in place the key elements that foster organisation-wide creativity implement proven strategies that are based on evidence, not feelings. With The Innovation Formula as your guide, you can use science to create an organisation that succeeds by driving growth and maintaining relevance through innovation. About the Author DR AMANTHA IMBER is an innovation psychologist, best-selling author, and founder of Australia's leading innovation consultancy Inventium. Amantha is the co-creator of the BRW Most Innovative Companies list, a list that Inventium compiles annually ranking Australia's top innovators. She has worked with forward-thinking companies such as Google, Disney, LEGO and Virgin. For more information, visit www.inventium.com.au.