

(Ebook pdf) The Innovation Race: How to Change a Culture to Change the Game

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Andrew Grant, Gaia Grant

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Andrew Grant, Gaia Grant : The Innovation Race: How to Change a Culture to Change the Game before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Innovation Race: How to Change a Culture to Change the Game:

1 of 1 people found the following review helpful. Business Book Meets Fodor's Travel Guide -- Interesting, but for a Niche AudienceBy NY to VA This book is definitely for a niche reader audience -- it's rife enough with undefined business jargon terms that it's really meant for business people, but it also weaves in a large volume of non-business

stories that require a reader to also be interested in travel/cultural anthropology. The cultural anecdotes are pulled from countries around the world, ranging from an Australian Aboriginal desert race to the process of becoming an East Asian monk, to the perils of shifting ice caps in Antarctica. It's all interesting, but the constant weaving in and out from anthropology to business concepts can be a bit mentally exhausting. I come from a business background (MBA), and found the concepts and take-aways to be interesting and worthwhile with regards to corporate structure/culture and their relation to innovation, but to be honest found it a bit hard to stay engaged with the book. Each page took a seemingly random different path down a story or anecdote. Granted, those paths eventually converged and came to a valid, thought-provoking point, but the journey to get there was sometimes rather difficult to follow. The book does provide helpful gray-lined pages at the end of big sections that include "Applications" and "Chapter Summary" sections, which help significantly in understanding and condensing the points of the book. All told, I'd recommend this for someone in the business world who is curious about innovation but who also has the time and interest to explore a wide variety of cultural side stories. Otherwise you might find this book a difficult read.

2 of 2 people found the following review helpful. This is a great business book for corporate senior leaders. By James Schuller I think this is a great business book for corporate senior leaders and those that are interested in the intersection between anthropology and business, that appreciate the interconnected world that we now live in. I can see that it might not appeal to everyone, but it includes a lot of interesting and varied material that I would think everyone should be able to find something in there to relate to and use. It's a complex look at the innovation in both today's world, and backed up by solid historical accounts of why some cultures, even as far back as, say, ancient Egypt, fall behind while others thrive. The author's extensive travel and experience in multiple cultures, combined with their many years of MNC consulting, provides a great insight into principles behind innovation from different cultures and how this can apply to businesses today. This is especially valuable for those in senior leadership executive positions who wish to look strategically at where their organisation is headed. The contemporary "reality TV" metaphor is even now more pertinent given the outcome of the US elections, and adds an interesting twist. The ending of the book reveals that if we want to survive the innovation race and ensure progress is sustainable this is something that we all need to work on together, for the sake of the planet. It's a thought-provoking challenge to the more traditional corporate approach of winning at all costs in a "win or lose" scenario.

3 of 4 people found the following review helpful. Why the best way to win an innovation race may be to stop viewing engagement in the process as a race to be won or lost. By Robert Morris I agree with Andrew Grant and Gaia Grant that the three words that comprise this book's title are all very significant: "First," "Secondly," "Thirdly," can imply there is only one approach to innovation; when in fact there are dozens, if not hundreds. "Innovation" is often bandied around without a clear understanding of what it means; more about that later. "And lastly, there is the assumption that innovation is a 'race' - an assumption challenged by Claudio Viggiani who suggests, 'innovation is more of a relay race than a marathon.' Why did the Grants write this book? We aim to explore the contemporary concept of 'the innovation race' - to find out who 'wins', who 'loses', who gets 'eliminated' by the standard rules of the game and why - while also challenging the metaphor to see if it provides the best basis for sustainable growth and development that benefits all. We will then explore alternatives as we progress through the book. In Part I (Chapters 1-4), the Grants introduce several important concepts that serve as the book's foundation for preparing the reader for a journey of exploration (discovery of breakthrough ideas) and exploitation (stabilizing the given organization by leveraging its current strengths). Then in Part II (Chapters 5-8), they examine four paradoxical pairings related to the exploration/exploitation tension that must eventually be resolved at the completion of the innovation process. Finally, in Part III (Chapters 9 and 10), they explore 'the deeper culture-change challenges that can lead to mindsets that either foster or impede innovation.' I commend the Grants on their brilliant use of several reader-friendly devices that include a brief introduction to each Part that focuses on the given 'Destination(s)' and 'Key Challenges Addressed'; and then in each of the ten chapters, they begin with titles and subtitles that place the material to follow in sharp focus, followed by narrative and then 'Production Notes'; and an 'Innovation Transformation Checklist.' These and other devices will also facilitate, indeed expedite frequent review later of key material. Also noteworthy is their highly innovative use of other devices such as, in Chapter 8, 'Checkpoint Summary Checklist' (Paradox synthesis: Grounded Flexibility, Stability, and Flexibility) and 'Try This' (How to ensure stability, and, how to build flexibility and adaptability). How refreshing - and unusual - to have innovation discussed innovatively! These are among the Grants' concluding thoughts: 'We believe that the 'innovation race' has become a perpetual serial cliffhanger, and finishing this book will by no means signify the end of the race. The critical question will be: How will we as the main characters in our own drama resolve the dilemmas we find ourselves in? And how will we, simultaneously as the producers, reframe the game? Start to think of yourself as a collaborative producer rather than simply a player or a controlling director, and you might begin to see the unique possibilities open to you and your organisation.' Perhaps, just perhaps, the best way to win an innovation race is to stop viewing engagement in the process as a race to be won or lost. If the healthiest organizations have a 'secret sauce';

that is it. However different they may be in most respects, all of them have a workplace culture within which innovation is most likely to thrive. Innovation is not what they do. Innovation is who they are...working in collaboration with others to explore new opportunities while exploiting those they already have.

If innovation is a race: Who wins? Who loses? Who gets eliminated? and how is it possible to stay ahead of the game? The Innovation Race takes readers on a lively global adventure to explore the current state of innovation. Along the way best-selling authors Andrew and Gaia Grant search for clues on how to stay ahead in the race and design a more sustainable future. Asking the critical questions - Why do we innovate? Are we at risk of innovating for the sake of innovation? What could we be doing better? - the Grants reflect on whether, if in the race to come up with 'the next big thing,' we may be losing the purpose behind the process. They then outline how to navigate the key paradoxical challenges that can either frustrate or fuel innovation to change the game. By taking the latest academic research and presenting it in an accessible way, the Grants present a compelling case for forging a new path for the future. The Innovation Race provides concrete strategies to support purpose-driven sustainable innovation through deep cultural transformation. A unique profiling tool reveals current organisation positioning along with potential opportunities and challenges. A practical culture change model then provides clear direction for proactive change. With economists estimating that up to 80 per cent of growth comes from new ideas and innovations, this thought-provoking book provides the strategies and tools to learn how to create an innovation culture for long term success. Identify your own sweet spot for innovative thinking Learn the strategies to transform your organisation Engage and motivate employees toward innovative action Excel in implementing a deep cultural shift The Innovation Race will make you reassess what you assumed you knew about innovation, help boost the innovation process to new levels and bring your organisation to the forefront.

From the Back Cover If innovation is a race: Who wins, who loses, and who gets eliminated? How is it possible to stay ahead of the game? OR can we change the game? Economists estimate that up to 80 per cent of growth comes from new ideas and innovation. Yet what is innovation really about, and where is it taking us? Are we in danger of losing the purpose behind the process in the race to come up with 'the next big thing'? And how can organisations and their leaders channel growth in the right direction? The Innovation Race takes readers on a lively global adventure to explore the current state of innovation and to investigate why some companies, cultures and countries race ahead while others struggle. Along the way international best-selling authors Andrew and Gaia Grant discover fascinating innovation principles from different cultures to bring back to contemporary business. Their engaging journey reveals how to design a more sustainable innovation culture for a more sustainable world through purpose-driven innovation. The Grants outline how to navigate the key paradoxical challenges that can either frustrate or fuel innovation, and provide concrete strategies for leaders to boost the innovation process to new levels. Readers will learn how to: identify the best path for innovation and improved future results engage and motivate employees toward innovative action execute purpose-driven strategies to transform an organisation implement a deep cultural shift. This thought-provoking book will make you reassess what you assumed you knew about innovation, and guide you to sustainable success. 'Read this book before it's too late.' Margaret Heffernan, best-selling international author, CEO, BBC TV Producer, Huffington Post blogger 'An engrossing journey.' Peter Martin, Economics Editor, The Age 'Will turn your idea of innovation upside down. Be prepared for a great ride!' Dr Roger Firestien, International Center for Studies in Creativity, State University of New York, Buffalo About the Author Andrew Grant Gaia Grant are the founders of Tirian and creative designers of Tirian programs, which are sold under license internationally. They have worked on leadership team development for top executive clients in multinational companies throughout the world for more than 15 years and is a recognized leader in the field. Andrew and Gaia Grant have traveled the world for over 25 years to explore 'Who Killed Creativity?' and "The Innovation Race". Their latest books includes stories from their experience working with over 20,000 international keynote and workshop participants in more than 30 countries at all levels, from kindergarten through to corporate CEOs. Andrew has been in high demand as a keynote speaker at TEDx (Hong Kong) and has shared the stage with top international speakers such as Stephen Covey, Jonas Ridderstrale and Bob Nelson. He has been a keynote presenter and executive level facilitator in more than 20 countries around the world, worked with over 30 different nationalities. He has presented at the global leadership conference for the Young Presidents' Organization (YPO) World Presidents' Organization (WPO), where he ran key sessions - including opening keynote and moderation of the inaugural merger meeting between YPO WPO. The feedback received was rated one of the highest ever achieved. Andrew Gaia have co-authored several books- including: "Who Killed Creativity?" (Wiley 2012), "A Patch of Paradise" (Random House), "The Rhythm of Life" (Transworld), plus over 30 corporate educational resources, simulations programs that are licensed worldwide. They have featured on BBC and ABC TV, Singapore radio, The Wall St Journal and Financial . In 2011 Andrew Grant was ranked as one of the top 30 leadership gurus in the world. Clients have included: ATT, Aman Resorts, Accenture, BASF, Daimler, Deutsche Bank, Daimler, DHL, Citigroup, Cisco Systems, EY, Four Seasons Hotels, GSK, HP, IBM, MTV, PWC, Reuters, Starwood Hotels,

TNT, and UBS.