

'Insanity: doing the same thing over and over again and expecting different results.'

Albert Einstein



# THE INNOVATION BOOK

WINNING WITH INNOVATION MAKING NEW IDEAS USEFUL SELLING RADICAL CHANGE  
CREATING DYNAMIC BUSINESS MODELS THINKING LIKE A GAMECHANGER  
LEADING INNOVATIVE TEAMS USING POWERFUL CREATIVITY TOOLS

**MAX MCKEOWN**

Award-winning author of *The Strategy Book*

**FT** PUBLISHING  
FINANCIAL TIMES

## Praise for *The Innovation Book*

‘Innovation is often seen as something others do. But, as Mckeown argues, it’s something we can all do. He describes a very human, holistic approach to collective creativity complementary to Jugaad, the art of overcoming harsh conditions through frugal and flexible innovation.’

**Jaideep Prabhu, Jawaharlal Nehru Professor of Indian Business and Enterprise at Judge Business School and co-author of *Jugaad Innovation***

‘Written with real elegance, it oozes a presence of solid experience. I tend to require visuals but his words intrigue and enchant. It’s very deep, extremely well thought out and offers a lovely pulse between framing challenges, offering insight, and suggestions to “go try this.” I love that.’

**Marc McLaughlin, Partner, Business Models Inc.**

‘Mckeown gives powerful ways of tapping your deepest wells of creativity for truly spectacular results. A remarkably accessible read, it will transform how you think, work, speak, problem-solve, and perform!’

**Marshall Goldsmith, author of New York Times and global bestseller, *What Got You Here Won’t Get You There***

‘If I weren’t so damn busy following the principles in Max’s book, I would be reading it. He’s an amazing presenter and communicator and has a fantastic perspective that he shares unlike anyone else I’ve ever met. The next best thing to seeing him live is to get inside this book.’

**Clark Scheffy, Managing Director, IDEO, Global Design Consultancy**

# Innovation Book, The

## Table of Contents

Cover

Contents

About the author

Authors acknowledgements

Publishers acknowledgements

Introduction

How to use this book

What is innovation?

Part 1: Your creative self

- Nurturing your creative genius

- Seeing what others do not see

- Becoming a more powerful innovator

- Giving up old ideas for better ideas

Part 2: Leading innovators

- Building a better, bigger brain

- Organising people for innovation

- Creating a powerful innovation culture

- Motivating innovators

Part 3: Creating innovation

# **Table of Contents**

Using the power of (creative) rebels

Making new ideas useful

Grinding your way from insight to (successful)  
innovation

Measuring (unmeasurable) innovation

## **Part 4: Winning with innovation**

Winning and losing with innovation

Making innovation popular

Selling new ideas

Renewing, transforming and disrupting

Surfing waves of creativity

## **Part 5: Innovators turning points**

A beautiful idea is never perfect

Little differences make a big difference

Sometimes you have to gamble everything

Leaders get the innovation they deserve

## **Part 6: The innovators toolkit**

Creating (smarter) new ideas

Altshullers innovation pyramid

Burgelman and Seigels minimum winning game

Osborn and Parnes creative problem-solving  
(CPS)

Altshullers theory of inventive problem-solving (TRIZ)

Osterwalders business model canvas

# **Table of Contents**

Amabiles internal and external motivation	
Guilfords convergent and divergent thinking	
Ries build-measure-learn wheel	
Shaping better futures	
Christensens disruptive innovation	
Schroeders innovation journey	
Ushers path of cumulative synthesis	
Benyus biomimicry design lens	
Van de Vens leadership rhythms	
Friends three types of uncertainty	
Teece's win, lose, follow, innovate grid	
d.schools design thinking modes	
Sharing beautiful ideas	
Henderson and Clarks four types of innovation	
Rogers adoption and diffusion curve	
Abernathy and Utterbacks three phases of innovation	
Chesbroughs open innovation	
March's exploration vs. exploitation	
Johnson and Johnsons constructive controversy cycle	
Powell and Grodal's networks for innovation	
Boyd's OODA loop	
Final words	
More reading for curious people	

# **Table of Contents**

Index