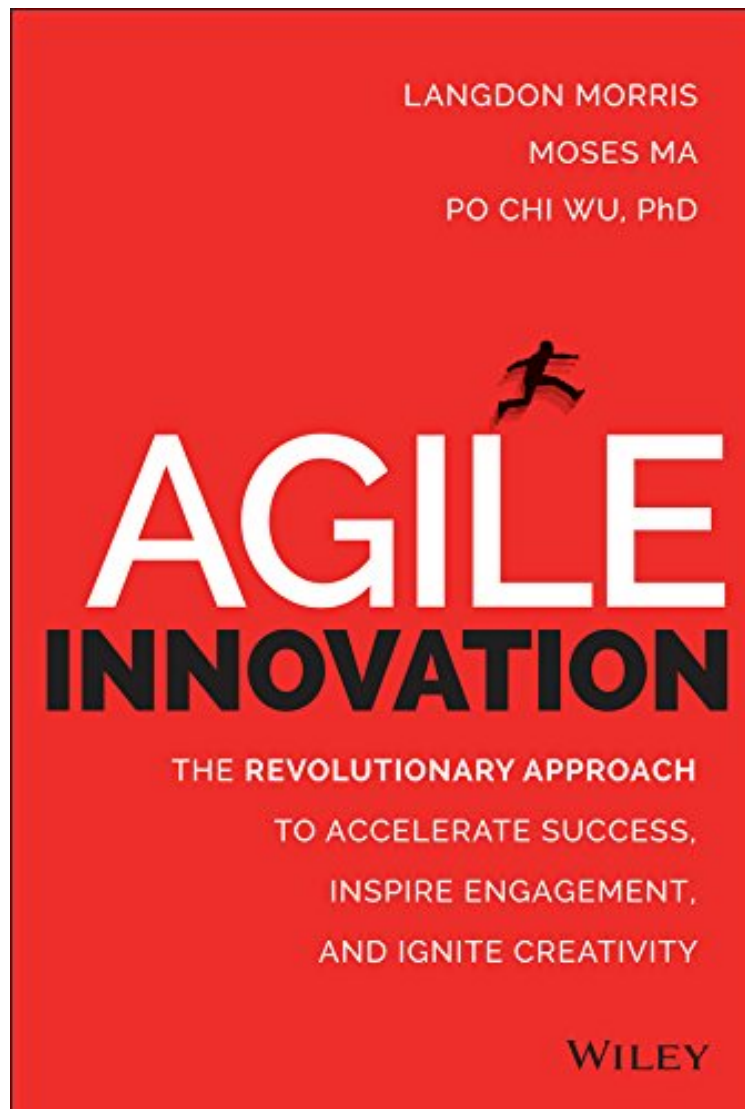


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Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity

Langdon Morris, Moses Ma, Po Chi Wu

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Langdon Morris, Moses Ma, Po Chi Wu : Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity before purchasing it in order to gauge whether or not it would be worth my time, and all praised Agile Innovation: The Revolutionary Approach to Accelerate Success, Inspire Engagement, and Ignite Creativity:

1 of 1 people found the following review helpful. How to Innovate with AgileBy Steve NeiderhauserMany books have

been written about Agile software development, while Agile Innovation is one of a few books that shows you how to innovate using an Agile mindset. The authors slightly alter the second value of the Agile Manifesto, replacing "Working software" with "Working innovations." That's fine because Agile Innovation is about rapid-cycle, iterative development rather than getting it perfect. Instead of a 100-page business case, put a working prototype in the hands of your customers and get customer feedback: Does the prototype work the way you intended? What's the next step in design? I also agree when the authors state that teams should be able to complete a rough prototype within two months. When I see a software team work for three months or more without producing a working product or even a minimum viable product, those projects always fail. The book provides four new habits that companies should embrace so there's an environment that will foster the development of prototypes in two months. The second habit resonates with me: The work process must be modified so teams can deliver incremental versions of working products and obtain customer feedback. Then, iterate again. Throughout the book the authors tap into the deep wisdom of the Agile community and apply Agile principles to innovation. Because Jeff Sutherland designed the Scrum framework as an object-oriented framework, the authors are able to reuse Scrum for Agile Innovation. Sure, they call it an "Idea Scrum" and the product backlog consists of ideas, and the output of the sprint is an incrementally validated business case; still their Scrum Framework works in iterations and elicits values like working innovations. As you'd expect, the book also showcases the authors' creative chops. Coauthor Moses Ma developed an approach called multivisioning, a way to continuously generate ideas by shifting perspective while you brainstorm. Moses took the concepts from one of my favorite books, Applied Imagination, and combined it with the thinking of Leonardo da Vinci who believed to solve a problem you should learn to see it and structure it in many ways. There's also a section about Jungian archetypes. We see that Steve Jobs and Leonardo da Vinci were the magician archetype. I especially enjoyed reading da Vinci's letter to the Duke of Milan; a job application of sorts describing Leonardo's 10 magical skills. Yes, da Vinci was the ultimate T-shaped employee! I don't have time to write about all the stories and innovation concepts in the book, except to say I think you'll enjoy reading about the story of Leonidas and the mythic 300 and how the story inspires innovation.

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By Steven F. Ungvari
Great read using software development as the analog on how to stay agile and assure discipline in the development of new innovations, in products and services.
Steven Ungvari
Director Continuous Improvement
GrafTech International

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.

"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!" Acirc; 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." Acirc; 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." Acirc; 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!" Acirc; 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." Acirc; 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* demystify 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." Acirc; 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." Acirc; 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." Acirc; 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." Acirc; Jeff Sutherland, co-creator of Scrum and author of *Scrum: The Art of Doing Twice the Work in Half the Time* "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!" Acirc; 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." Acirc; 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. 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