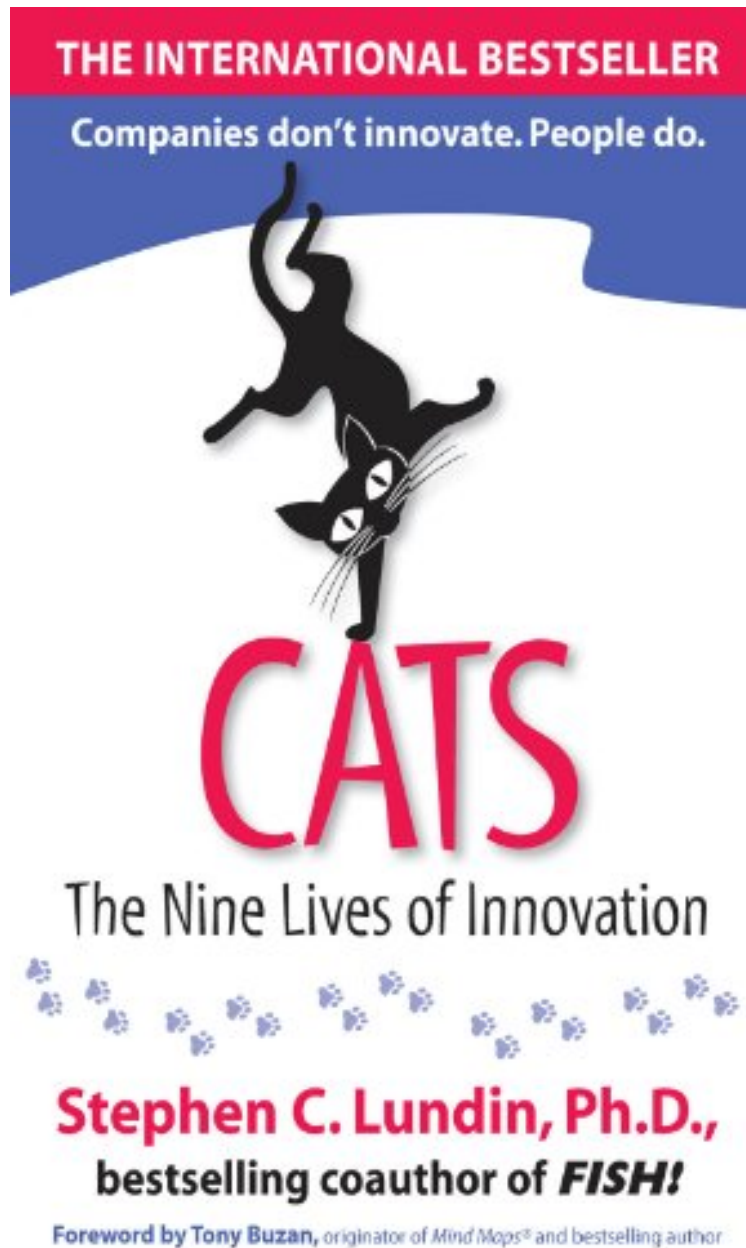


(Ebook free) CATS: The Nine Lives of Innovation

## CATS: The Nine Lives of Innovation

*Stephen C. Lundin*

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**Stephen C. Lundin : CATS: The Nine Lives of Innovation** before purchasing it in order to gage whether or not it would be worth my time, and all praised CATS: The Nine Lives of Innovation:

0 of 0 people found the following review helpful. Thought ProvokingBy LNarkI'm not sure but the idea of using this is

intriguing. Just not sure how practical it is when everyone else is used to having meetings the old way. 1 of 1 people found the following review helpful. Anything to Enhance Creativity By Jim Estill Great short book. The sort that you can get people who don't read to read. The book, as the title implies, is about innovation and how companies and people can innovate more. His thesis is that innovation and creativity can be learned and there are certain things that can be done to enhance creativity. One concept I liked was his authentic energy concept. Authentic energy is energy that flows from choice and commitment rather than obligation or fear. Certainly works in most companies. In an interesting paradox he talks about lack of clutter and quietness as being one way to get to creativity and in other chapters he talks about the need for uniqueness, clutter and social interaction. The two concepts seem somewhat opposing; however, I certainly understand where he is coming from and I think different creativity needs different things at different times. One thing that I constantly use to enhance my creativity is reading. I think that is one of my biggest creativity enhancers. The forward of the book was written by Tony Buzan who originated the mind map so the book talks a lot about mind maps as the creative way of getting to solutions. I have used mind maps for years. Good short book and I recommend it. 0 of 0 people found the following review helpful. Having read Stephen Lundin's best selling book FISH By Maree Harris Having read Stephen Lundin's best selling book FISH : A Remarkable Way to Boost Morale and Improve Results, which was inspired by the Pike Place Fishmarket in Seattle, I had to read this one also. Remember the message in FISH - Be There; Play; Make Their Day; Choose Your Attitude - simple but immensely powerful. The Pike Place Fishmarket, as a result of his book, is now an international tourist destination! CATS is written in the same ilk - a simple but powerful message, communicated within an innovative framework via a fun process that makes the message of innovation accessible to all. So if innovation has always been a mystery, or even a threat, then this book is worth a read. A CAT, for Stephen and Jimmy Tan his co-author, is "an everyday human being who learns how to release his or her creative potential and develops the skills and understandings critical to innovation", those creative and imaginative people who are invaluable to any organisation caught in the rapidity of change in the twenty-first century. This book is a journey. It takes you through a process of discovery. You need to read it through once and then go back and work it through, or better still buy the accompanying workbook CATS: The Personal Guide. It organises and presents the principles of innovation in such a way that you can understand and see what you need to learn and how you need to grow to be innovative. Underpinning the book is the assumption that "all human beings are capable of amazing individual acts of innovation" that will enhance their lives. In other words, we are all capable of becoming CATS. What makes this book different to so much of the reading I have done on innovation, however, is that its message is that innovation begins with the individual and that it begins with being innovative in the ordinary and the small in our lives. That's where the process of becoming a CAT begins. Innovative organisations are just organisations with lots of individual CATS in them who are supported by a seasoned CAT that Stephen and Jimmy call a CAT Wrangler - a leader who knows "the difference between a meow and a purr". You'll have to read the book to find out what those kinds of leaders are really like! The journey they take us on teaches us how to deal with the four challenges of innovation, live the nine lives of CATS and earn the five CAT Belts that tell us how successful we are as a CAT and even what sort of a CAT we are. For Lundin and Tan the four challenges of innovation are: 1. Overcoming our doubts and fears. 2. Getting beyond "the normal". 3. Creatively managing failure. 4. Leading through change. The nine lives are: Life One: CATS overcome the clutter of life. Life Two: CATS are always prepared, especially for the unpredictable. Life Three: CATS know that innovation isn't normal. Life Four: CATS welcome real provocation. Life Five: CATS promote imaginary provocation. Life Six: CATS say "How Fascinating"! Life Seven: CATS fail early and well. Life Eight: CATS pounce on change. Life Nine: CATS love CAT Wranglers. All through the book there are practical examples and exercises to do, ways to become a CAT, ways to deal innovatively with our lives, enhancing every aspect of them. Towards the end, however, you can go for your CAT belts. There are five exercises to do, each of which requires some commitment and time. The completion of each exercise sees you earn a CAT belt - moving from level one to five. This book has not made the same impact as FISH, but it well worth the read, because as the back cover says: "Innovation is about you, and how you decide to understand it and use it will lead to a rich and productive life."

It's time to let the CATS out of the bag . . . Curiosity might have killed the proverbial cat, but without it very real achievements would never occur. With this book as your guide, you'll learn how to spark your innate curiosity, pounce on problems in ways you never imagined, and enjoy greater success and satisfaction at work and in your personal life. Playful, profound, and positively upbeat, CATS provides what you need to tap into your power of innovation and then unleash it in every member of your organization. While most business thinkers view this challenge from the top down, Stephen Lundin sees the subject from a CAT's-eye view, explaining how to get every employee--no matter what level--to think and act in innovative ways. Inside, he examines the four challenges to innovation and offers practical measures aimed at conquering them. You'll learn how to: Be brave ('fraidy cats never innovate) Stop being 'normal' (make your own rules!) Embrace failure (it's the only way to learn) Foster creativity (don't be a control freak) Lundin then describes the Nine Lives of Innovation, each of which is a step toward realizing your inner CAT and becoming a fully contributing member of an innovative organization. Prowling inside

every employee is a questioner, a creator, an innovator--claws out and ready to pounce. Become a CAT and you may find yourself springing on ideas in a way that surprises you and everyone around you.

From Publishers Weekly  
In his first solo effort, management consultant Lundin (co-author of the bestselling Fish! series of business titles) presents a collection of self-awareness and thought exercises to help both managers and underlings become more innovative and involved in their personal and business lives. Lundin delineates four obstacles that limit creativity in all kinds of environments: negative feedback, habit, fear and failure of leadership. He then describes nine techniques for overcoming those obstacles, which include organizing, understanding creativity ("Know that innovation isn't normal") and the power of provocation. Though none of these concepts are new (essentially lifted from the creative arts), much may be unfamiliar to a business audience. The CATS concept itself is rather weak--a CAT (not an acronym) is "anyone working to develop his or her capacity to innovate"--and serves less as a metaphor than a set up for puns in section titles and asides: "CAT Nip," "CAT Pause," "We have let the CAT out of the bag!" Though people with workplace problems like heavy-handed management, narrow-minded thinking or oppressive corporate culture can certainly benefit from Lundin's advice, his repetitive and overly enthusiastic text is more interested in following self-help formula than efficiently helping busy, uninspired execs. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From the Back Cover  
Learn the art of innovation and reveal your true potential with Steve Lundin's CATS: The Nine Lives of Innovation. Marshall Goldsmith, bestselling author of What Got You Here, Won't Get You There What's the solution to business as usual? The curiosity of a cat! Stephen Lundin, the bestselling co-author of FISH!, unveils the next big trend in business--innovation as a tool of personal success. CATS is full of simple yet profound information and anecdotes that can be used to spark the curiosity and creativity within every employee and, thus, inspire innovative approaches to ordinary situations. You'll learn how to identify the major obstacles to innovative thought and live the nine lives of innovation, which include: FOCUS--tune out the distracting noises of everyday life PREPAREDNESS--be ready to spring when you least expect it PERSPECTIVE--break from the tired old way of looking at things INTELLECTUAL PROVOCATION--everything is fascinating . . . if you know where to look

About the Author  
Stephen C. Lundin is a writer and filmmaker with a background in business, management, and education. His bestselling book FISH! has appeared continuously on the Wall Street Journal and BusinessWeek bestseller lists, and has been published in 34 languages.