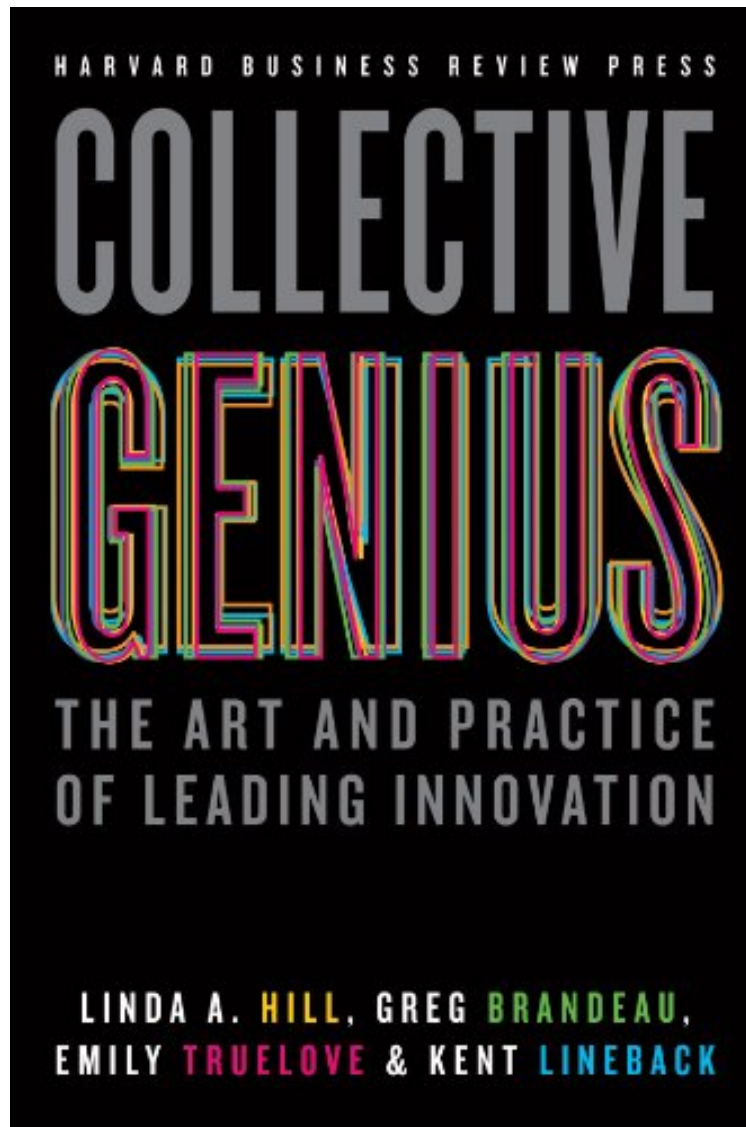


## Collective Genius: The Art and Practice of Leading Innovation

*Linda A. Hill, Greg Brandeau, Emily Truelove, Kent Lineback*  
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**Linda A. Hill, Greg Brandeau, Emily Truelove, Kent Lineback : Collective Genius: The Art and Practice of Leading Innovation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Collective Genius: The Art and Practice of Leading Innovation:

0 of 0 people found the following review helpful. What those leaders have to do is pretty much stay out of the way having once created ...By Jeffrey N. Mccollum Innovation heads the list of goals for most organizations today (something Peter Drucker predicted 30 years ago). Linda Hill and her associates have assembled a series of explorations into how Pixar, Google, eBay and others have implemented successful innovations. From those

observations they have constructed a model of innovation that puts heavy emphasis on the leaders' role--not to do it but to create an environment that fosters it. What those leaders have to do is pretty much stay out of the way having once created a set of goals and values that informs the work of those pursuing innovation. 1 of 1 people found the following review helpful. Mumbo JumboBy Southern GuyThis book is a compilation of feel good manager stories about collective genius....really. save your money and watch the authors' videos on youtube if you must. 1 of 1 people found the following review helpful. Collective Genius is a must readBy JohannesI give it 5 stars because Linda writes a book with a clear call to action. Her arguments for what makes someone a leader of innovation are well supported and very digestible. More leaders cross the entire spectrum would do well to read this book and incorporate its lessons into their life.

Why can some organizations innovate time and again, while most cannot? You might think the key to innovation is attracting exceptional creative talent. Or making the right investments. Or breaking down organizational silos. All of these things may help but there's only one way to ensure sustained innovation: you need to lead it and with a special kind of leadership. Collective Genius shows you how. Preeminent leadership scholar Linda Hill, along with former Pixar tech wizard Greg Brandeau, MIT researcher Emily Truelove, and Being the Boss coauthor Kent Lineback, found among leaders a widely shared, and mistaken, assumption: that a good leader in all other respects would also be an effective leader of innovation. The truth is, leading innovation takes a distinctive kind of leadership, one that unleashes and harnesses the collective genius of the people in the organization. Using vivid stories of individual leaders at companies like Volkswagen, Google, eBay, and Pfizer, as well as nonprofits and international government agencies, the authors show how successful leaders of innovation don't create a vision and try to make innovation happen themselves. Rather, they create and sustain a culture where innovation is allowed to happen again and again in an environment where people are both willing and able to do the hard work that innovative problem solving requires. Collective Genius will not only inspire you; it will give you the concrete, practical guidance you need to build innovation into the fabric of your business.

Winner of the Thinkers50 Award for Innovation, 2015 Gold medal winner for Leadership in the Axiom Book Awards, 2015 Winner of the HBR Warren Bennis Prize for the Best Leadership Article, 2015 Recommended Reading: 10 Books on Creative Leadership; ForbesThis immensely worthwhile read redefines leadership, encouraging would-be leaders of innovation to shuck the Follow me! I know the way approach and opt for an inverted organizational pyramid; Success magazineThroughout this concise book, the emphasis is on practical examples and detailed studies of what is required to make each aspect of innovation work. This thoroughness extends to the authors' prescriptions for the future; ForbesCollective Genius gives diverse food for thought ... overall it successfully bridges the gap between theory and business practice. PersonalwirtschaftADVANCE PRAISE for Collective Genius:Tim Brown, President and CEO, IDEOThe leadership of innovative teams and organizations is perhaps the most confounding mystery in business today . . . Collective Genius reveals the principles by which we can unlock the collective potential of our colleagues and release the creative potential of our organizations; Reid Hoffman, cofounder and Chairman, LinkedIn; coauthor, The AllianceAn interesting and instructive look at how leaders can create flexible corporate ecosystems to unleash individual talent in ways that lead to greater organizational innovation; Kenneth I. Chenault, CEO and Chairman, American ExpressCollective Genius offers real-world insights that will help today's business leaders challenge the status quo, drive new ideas, and create an environment where change and innovation are the norm; Tony Hsieh, CEO, Zappos; New York Times bestselling author, Delivering HappinessLinda Hill and her coauthors argue that innovation requires a different kind of leader someone who can create and sustain a culture that brings out the collective genius of all their diverse and talented people. A great read for anyone leading a team, organization, or community; Terri Kelly, President and CEO, W. L. Gore Associates . . . Collective Genius is one of the few books that truly captures innovation in action and the important role and qualities of leaders who make it happen; Mark M. Little, Senior Vice President, Director of Global Research, and Chief Technology Officer, General ElectricA great read, full of important insights for anyone involved in high-impact innovation . . . I look forward to sharing it with my colleagues; Joi Ito, Director, MIT Media Lab. . . A must-read for any manager or participant in an organization that requires innovation in other words, any organization that wants to be successful in the new world of continuous massive disruptions; Clayton M. Christensen, Kim B. Clark Professor of Business Administration, Harvard Business School; author, The Innovator's DilemmaInnovation. Leadership. Motivation. Execution. What we need to do is quite obvious. And thanks to this book, we now have a guide to teach us how;