

# Strategic Innovation: Embedding Innovation as a Core Competency in Your Organization

*Nancy Tennant Snyder, Deborah L. Duarte*  
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# STRATEGIC INNOVATION

EMBEDDING INNOVATION AS A CORE  
COMPETENCY IN YOUR ORGANIZATION

**NANCY TENNANT SNYDER | DEBORAH L. DUARTE**

FOREWORD BY GARY HAMEL



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**Nancy Tennant Snyder, Deborah L. Duarte : Strategic Innovation: Embedding Innovation as a Core Competency in Your Organization** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Innovation: Embedding Innovation as a Core Competency in Your Organization:

0 of 0 people found the following review helpful. Liberate employees' creativityBy Frank AultA candid description of real challenges faced by top executives and the alignment of priorities to drive strategy into tactical actions. Though published in 2003, it still contains useful guidance to the reader because it deals with structural and procedural topics that persist over time, avoiding the trap of micro-inspection of pop trends. Its primary contribution is its focus on the value of a company's human resource; how to select and train, how to enable collaboration, and how to elicit creativity from all parts of the company to make improvements, both major and incremental.0 of 0 people found the following review helpful. Five StarsBy Capnbill76Read. This. Book!3 of 4 people found the following review helpful.

Embedding Innovation: The Way It Ought to Be Done! By Dr. Don Van Eynde INNOVATION: An oft-used word...a fascinating concept...desirable to embed in any organization...and rarely accomplished over an extended period! Snyder and Duarte treat us to a tale about an exception...The Whirlpool Corporation, a company that was able to embed innovation as a core competency and make it a part of the organization's culture. Too often innovation is attempted with template technology, a "one-size-fits-all" approach. This is a story of how Whirlpool recognized that a customized approach was needed in order that innovation become part of the everyday life of the organization. The authors eloquently explain the challenges they faced, the setbacks that occurred, the change process they used, and the successes they achieved. Strategic Innovation is a "must-read" book for managers and other change agents.

Strategic Innovation offers a flexible, customizable template that managers, executives, and business leaders can use to introduce an effective innovation strategy throughout their organization. The authors, Nancy Tennant Snyder and Deborah L. Duarte, provide the tools needed to craft a workable strategy for embedding innovation as a core competency across an enterprise. Instead of innovation for innovation's sake, the authors offer a proven business-focused way to change a culture from point-in-time innovations from a few to a continuous pipeline of innovations from everywhere and everyone. Based on the real-life example of Whirlpool a solid company with a significant track record and global reach; Strategic Innovation shows how the world's largest appliance company put innovation in place as a core competency. During this process, Whirlpool transformed itself from a quality producer of appliances to a customer-focused company that strategically embeds innovation throughout the organization. Filled with challenges and struggles, and ultimately successful results, the Whirlpool story can help any organization develop a successful innovation strategy. Written as a practical guide, the book contains in each chapter a variety of hands-on resources including checklists and worksheets. Strategic Innovation offers the tools, ideas, and approaches needed for transforming an organization to a company where anyone and everyone can contribute to the organization's prosperity; through innovation.

"The book is packed with WOW and HOW." (South Florida Sun-Sentinel "Biz Books", September 15, 2003) From the Back Cover "If you want to stoke the fires of innovation in your organization, you'll find this book to be an invaluable source of inspiration and practical advice." — Professor Gary Hamel, director, Woodside Institute, chairman, Strategos Strategic Innovation offers a flexible, customizable template that managers, executives, and business leaders can use to introduce an effective innovation strategy throughout their organization. The authors, Nancy Tennant Snyder and Deborah L. Duarte, provide the tools needed to craft a workable strategy for embedding innovation as a core competency across an enterprise. Instead of innovation for innovation's sake, the authors offer a proven business-focused way to change a culture from point-in-time innovations from a few to a continuous pipeline of innovations from everywhere and everyone. Based on the real-life example of Whirlpool; a solid company with a significant track record and global reach; Strategic Innovation shows how the world's largest appliance company put innovation in place as a core competency. During this process, Whirlpool transformed itself from a quality producer of appliances to a customer-focused company that strategically embeds innovation throughout the organization. Filled with challenges and struggles, and ultimately successful results, the Whirlpool story can help any organization develop a successful innovation strategy. Written as a practical guide, the book contains in each chapter a variety of hands-on resources including checklists and worksheets. Strategic Innovation offers the tools, ideas, and approaches needed for transforming an organization to a company where anyone and everyone can contribute to the organization's prosperity; through innovation. About the Author Nancy Tennant Snyder is corporate vice president of core competencies and leadership development for Whirlpool Corporation. She has consulted at many companies on a wide range of business topics. Holding a doctorate in organizational behavior from George Washington University, she is the author of numerous articles on globalization, virtual teams, and organizational capability. Deborah L. Duarte is a consultant on innovation, knowledge management, and leadership. She has consulted with many public and private organizations including Time Life, NASA, Freddie Mac, Discovery Communication, Exxon Mobil, SBA, and Johnson Johnson. Snyder and Duarte are the coauthors of Mastering Virtual Teams second edition, from Jossey-Bass.