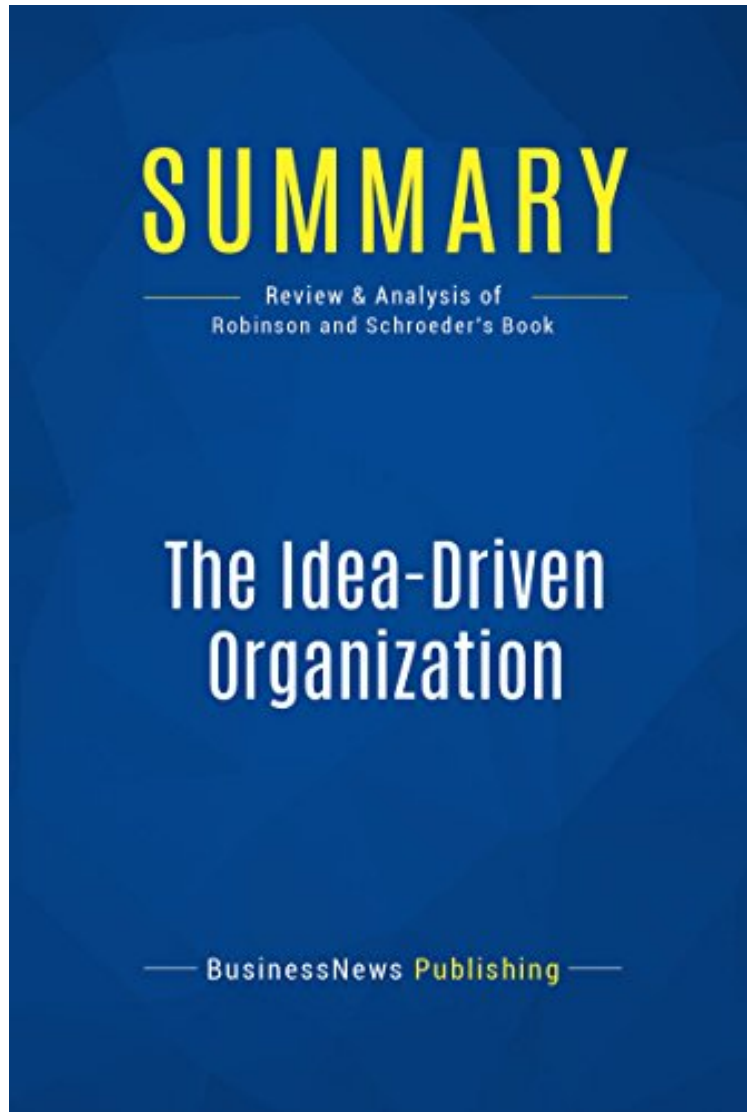


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## Summary: The Idea-Driven Organization: Review and Analysis of Robinson and Schroeder's Book

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The must-read summary of Alan Robinson and Dean Schroeder's book: "The Idea-Driven Organization". This complete summary of the ideas from Alan Robinson and Dean Schroeder's book "The Idea-Driven Organization" details how the best ideas to improve a business often come from the front-line. According to Robinson and Schroeder, you should listen to these ideas and apply them. This is exactly what an idea-driven organisation does. For this concept to work, organisations must have systems in place to push and pull these ideas. There are five steps to building an idea-driven organisation:

1. Understand the power of front-line ideas
2. Realise this needs different leadership
3. Align your strategy and management
4. Implement your front-line idea system
5. Use these ideas to innovate

Added-value of this summary:

- Save time
- Understand the power of front-line ideas
- Build an idea-driven organisation and benefit from innovative ideas

To learn more, read "The Idea-Driven Organization" and start listening to those that know your business the best!