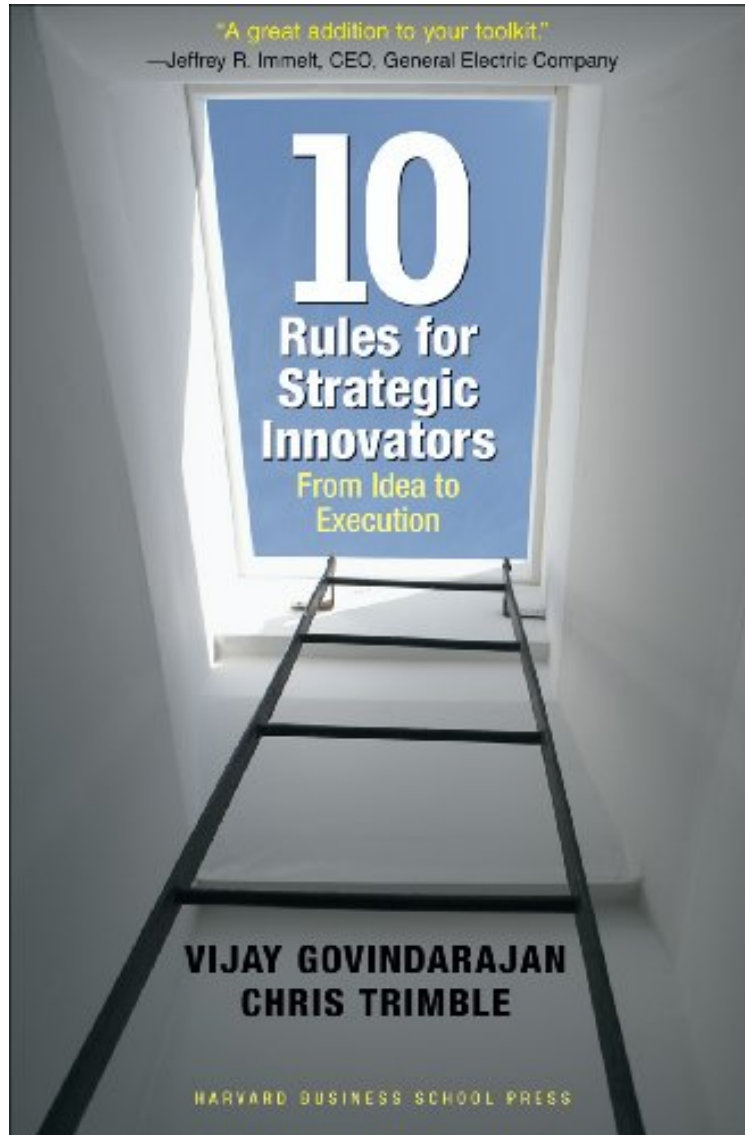


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Ten Rules for Strategic Innovators: From Idea to Execution

Vijay Govindarajan, Chris Trimble
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Vijay Govindarajan, Chris Trimble : Ten Rules for Strategic Innovators: From Idea to Execution before purchasing it in order to gage whether or not it would be worth my time, and all praised Ten Rules for Strategic Innovators: From Idea to Execution:

0 of 0 people found the following review helpful. 10 Rules for Strategic Innovators: From Idea to Execution reviewBy mgosmanThe authors use relevant and engaging examples to conduct comparison against their rules as laid out in the text which easily draws you in. It is a very easy read and breaks away from the norm by exposing the reader to the Their Focused Planning (TFP) model for Strategic Planners/Strategic innovators vice the standard business models

(DDP) which many business leaders find too difficult to apply to strategic experiments. The notes in the back of the book provide some great insight into the minds of both authors and place each chapter in context to what they were thinking or going for within each. Excellent way to gather more resources or references for further self-study on the topic of strategic innovation and experiments. I would recommend this book for anyone considering careers in project management, organizational development, human performance, human resources, learning and development or management. Great book.

1 of 1 people found the following review helpful. Some Excellent New Ideas for Pursuing Organic Growth
By J. Groen
This is an excellent book that provides some excellent new ideas for pursuing organic growth. These ideas are built around three challenges: forgetting, borrowing and learning. The ideas are developed as 10 rules which are supported by numerous examples. To read this book, I would focus on the introduction and chapter one and then go to the conclusions in chapter 10. Chapter one provides the context for the rules and chapter 10 summarizes them. From there, you can focus on the rules that are most interesting to you and your organization. The chapter that I found to be most interesting was chapter 9, Theory Focused Planning an approach to understanding the business, how it will work and to discover the business model that the organization needs to focus on to be successful. I found this to be the best chapter in the book, because the traditional concepts of annual budgeting really don't work well in the world of innovation. And, this appears to me to be fundamentally better approach.

0 of 0 people found the following review helpful. Must have for Intrepreneurs!
By Brian Glassman
Ten Rules for Strategic Innovators
This book is truly a guide for intrepreneurs (which are people trying to launch new products or services companies from inside their existing company). This book defines three major forces which should be managed to help a new company succeeded when launched from its parent company. The major forces are: the forgetting challenge, the borrowing challenge, and the learning challenge. Interestingly, very little existing research highlights the importance of learning in launching new business, that why I value that section of this book! Hence if you're working inside a new business unit or are an upper executive with several new business units under you, I recommend reading this book.
Dr. Brian Glassman
Ph.D in Innovation Management from Purdue University

Even world-class companies, with powerful and proven business models, eventually discover limits to growth. That's what makes emerging high-growth industries so attractive. Although they lack a proven formula for making a profit, these industries represent huge opportunities for the companies that are fast enough and smart enough. But constructing tomorrow's businesses while simultaneously sustaining excellence in today's, demands a delicate balance. It is a quest fraught with contradiction and paradox. Until now, there has been little practical guidance. Based on an in-depth, multiyear research study of innovative initiatives at ten large corporations, Vijay Govindarajan and Chris Trimble identify three central challenges: forgetting yesterday's successful processes and practices; borrowing selected resources from the core business; and learning how the new business can succeed. The authors make recommendations regarding staffing, leadership roles, reporting relationships, process design, planning, performance assessment, incentives, cultural norms, and much more. Breakthrough growth opportunities can make or break companies and careers. Ten Rules for Strategic Innovators is every leader's guide to execution in unexplored territory.

From Publishers Weekly
By burying their titular 10 rules in a small final chapter, Govindarajan and Trimble commit the first deadly sin of business writing: ambiguity. Before that, readers can be forgiven for believing there are only three fundamental principles for stewarding innovative projects within established companies: forgetting, borrowing and learning. The Fast Company columnists, who cofounded a leadership institute at Dartmouth's business school, argue that most companies do not understand how to foster a genuinely experimental environment. Judging the new company ("NewCo") by the performance standards of the core company ("CoreCo") won't inspire change, hence the need to forget. But NewCo does have to borrow selectively from CoreCo's best resources in order to gain the foothold necessary for success, and it must learn from its experiences rather than stick blindly to its earliest plans. Govindarajan and Trimble use case studies from four industries, including manufacturing and online media. The examples, supplemented by numerous figures that reduce ideas to clear bullet points, get their points across effectively, but some readers may grow impatient waiting for the promised rules to turn up. (Dec. 1) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Organizational DNA for Strategic Innovation", an article adapted from the book, won the 2006 Accenture Award from CMR. -- California Management From the Back Cover
In such a slowly growing world, strategic innovation is critical to success. Govindarajan and Trimble offer concrete rules that managers can use to drive growth. Their emphasis on "theory focused planning" is a good fit with high-performance company culture. This book is a great addition to your toolkit. —Jeffrey R. Immelt, CEO, General Electric Company
The slow-growth global economy creates opportunities for those who dare to innovate and experiment with new strategy concepts. Govindarajan and Trimble suggest a compelling approach for how to execute these concepts, backed by real-life examples. —Ram Charan, coauthor, Execution and Confronting Reality
This book provides specific examples of the themes of forgetting, borrowing, and learning, highlighting them as key to innovation. Many companies get lost in the middle of the innovation process, but these authors show how to turn breakthrough ideas into breakthrough growth. —John B. Menzer, President and CEO, Wal-Mart International
Ten

Rules for Strategic Innovators makes a compelling case: In today's complex marketplace, the survival of the fittest is determined by a company's aggressive pursuit of growth—that is, creating, leveraging, managing, and sustaining it. Govindarajan and Trimble's analysis shows just how vulnerable established companies are, and how they can avoid failure by unlocking themselves from a narrow and nostalgic business model. —Robert L. Nardelli, Chairman, President CEO, The Home Depot, Inc. Strategic innovation is the major source of economic value creation for investors and for our society. Yet mature corporations often fail at this very important activity—not because of the lack of ideas but because of the lack of execution skills. Ten Rules for Strategic Innovators is a wonderful primer on how to execute and is a must-read for any senior executive interested in how to successfully grow and innovate. —Glenn A. Britt, Chairman and CEO, Time Warner Cable, Inc. Govindarajan and Trimble have produced an enormously important book! The challenges of building growth businesses inside existing organizations are well known; the solutions are not. In Ten Rules for Strategic Innovators the authors have combined solid theory, relevant case examples, and simple wisdom. . . . The notions of forgetting, borrowing, and learning will likely become major bases of logic in our organization. —Leonard A. Schlesinger, Vice Chairman and Chief Operating Officer, Limited Brands, Inc.