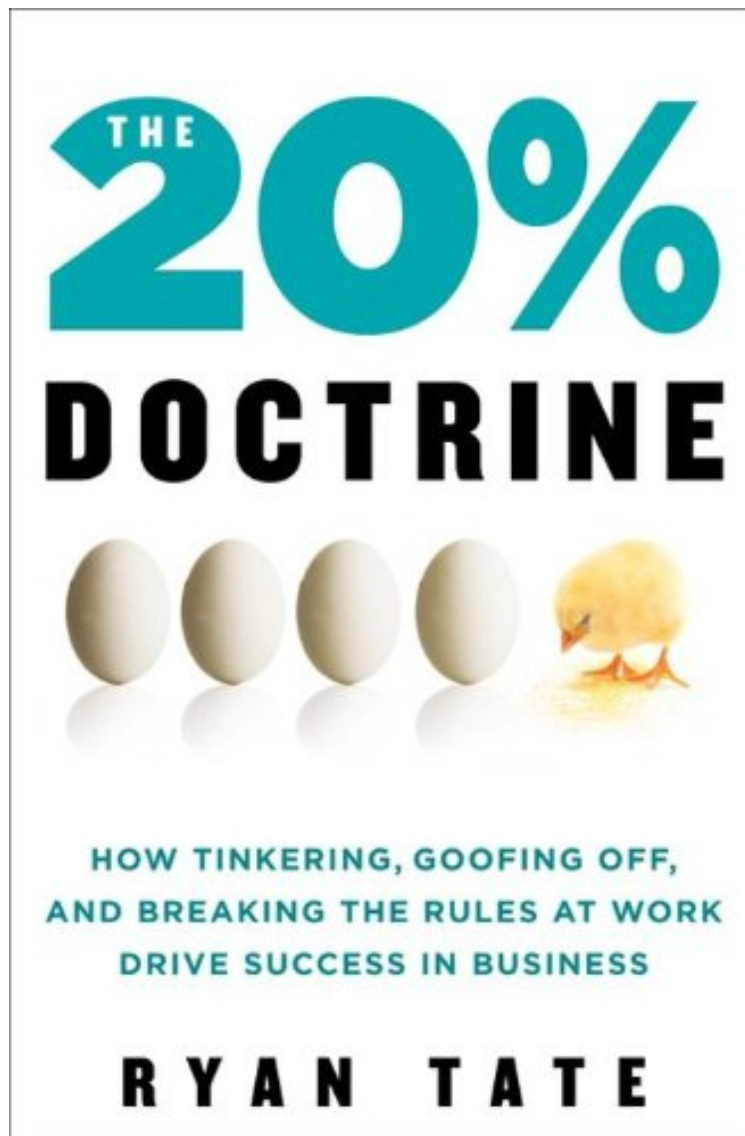


[Free] The 20% Doctrine: How Tinkering, Goofing Off, and Breaking the Rules at Work Drive Success in Business

The 20% Doctrine: How Tinkering, Goofing Off, and Breaking the Rules at Work Drive Success in Business

Ryan Tate

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Ryan Tate : The 20% Doctrine: How Tinkering, Goofing Off, and Breaking the Rules at Work Drive Success in Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The 20% Doctrine: How Tinkering, Goofing Off, and Breaking the Rules at Work Drive Success in Business:

2 of 2 people found the following review helpful. Enjoyable read on an interesting topicBy Fred CaldwellI really

enjoyed reading this book on the subject of taking a fresh look at the way that companies can nurture a culture of innovation and creativity. I recently took on a pet project of seeing if I could bring the idea of a Hackathon to the company I work at, and came across this book as I was researching the topic online. I had been struggling with the fact that 20% projects at companies like Google seemed more easily achieved since the engineering resources are more fungible than what you might expect at a company that also does a lot of hardware design. What I liked about it is that the author did a nice job of looking at the subject of "tinkering" in a relatively broad way that made the prospect of doing something similar at any sort of company seem more tenable. There were several case studies that were intended to support the thesis stated in the title, and I think that they served their purpose well. I ended up using several key concepts from the various case studies for my company's Hackathon, and felt that this was a credible playbook for how to instill this type of culture beyond its traditional software domain.

0 of 0 people found the following review helpful. I Recommend Reading 20% of the Book By See Reverse

The author presents a handful of successful 20% projects in a range of industries. If you have done any reading about or working in the computing industry, the idea of 20% time should be a familiar one. While this book presents a depth on this particular set of 20% projects, I think the strength of the book is its coverage of the problem solving approaches in these different industries. 20% time might be a common thread across these stories, but the book could just as easily have been titled "companies or government attempts to try something different". Overall I think the book is ok, and if you're interested in reading how organizations pursue side projects this book is a reasonably quick read on the subject.

0 of 0 people found the following review helpful. Good read and good ideas

By Shimskal really enjoyed the chapters on Google mail, twitter, Flickr, etc. I felt the Huffington chapter went on way too long, I got the picture early on but perhaps I just preferred the subject matter of the others better. Overall, a good read that provides some inspiration for what to do in your own department or organization. It's amazing what people can create if you just set them free.

Gawker tech-blogger and journalist Ryan Tate reveals how businesses can inspire greater creativity and productivity by allowing their employees to pursue their own passions at work. In *The 20% Doctrine*, Tate examines how companies large and small can incubate valuable innovative advances by making small, specific changes to how work time is approached within their corporate cultures. The concept of "20% Time" originated at Google, but Tate takes examples from all around the business world—from Yahoo! and Conde Nast to the Thomas Keller Restaurant Group, National Public Radio, Flickr and the Huffington Post—to demonstrate how flexibility and experimentation can revolutionize any business model, including yours.

"Tate's enthusiastic but objective study gathers momentum as the book progresses; each chapter builds on the previous one, and he's quick to point out the practicality of the process. Whether readers are in the corner office or the boiler room, they'll likely find Tate's opus to be inspiring and informative." (Publishers Weekly)

"Useful and inspiring advice for tinkerers." (Kirkus)

"In any organization a lot of the rank-and-file are ready to start efforts which will contribute to their community, maybe building the bottom line. The 20% Doctrine shows how organizations have made that work in real life, and how you might make that happen where you work." (Craig Newmark, founder of Craigslist and Craigconnects)

"The most innovative companies in America are those that are willing to let employees explore their own pet projects on company time. The 20% Doctrine is a smart, well-written look at this new path to innovation, full of examples that are engaging, thought provoking, and intriguingly diverse." (Chris Anderson, editor-in-chief of Wired magazine)

From the Back Cover

An inspiring exploration of how unorthodox business practices and the freedom to experiment can fuel innovation

We're at a crossroads. Many iconic American companies have been bailed out or gone bankrupt; others are struggling to survive as digitization and globalization remake their industries. At the same time, the tectonic forces disrupting U.S. corporations—ubiquitous bandwidth and computing power, cheap manufacturing and distribution—have enabled large organizations to foster new innovations and products through experiments that are at once more aggressive and less risky than they would have been twenty years ago. At companies such as Google, employees are encouraged to spend 20% of their work time on projects they're personally interested in. Almost half of Google's new product launches have originated from this policy, including Gmail and AdSense. Now other companies have adopted the concept, providing them a path to innovation and profits at a time of peril and uncertainty and offering employees creative freedom when many are feeling restless.

The 20% Doctrine is about goofing off at work, and how that goofing off can drive innovation and profit. Here Ryan Tate examines the origins and implementation of 20% time at Google, then looks at how other organizations such as Flickr, the Huffington Post, and even a school in the Bronx have adapted or reinvented the same overall concept, intentionally and serendipitously. Along the way, he distills a series of common themes and lessons that can help workers initiate successful 20% style projects within their own organizations. Only through a new devotion to the unhinged and the ad hoc can American businesses resume a steady pace of development and profitability.

About the Author

Ryan Tate is the technology gossip blogger for Gawker.com and a veteran business journalist whose posts are read 2.5 million times by 700,000 people per month. He began his career writing for Upside, the first magazine to focus on the intersection of business and technology. He then went on

to write and report for Business 2.0 magazine, the Contra Costa Times, and the San Francisco Business Times. He lives in the San Francisco Bay Area with his wife and two cats.