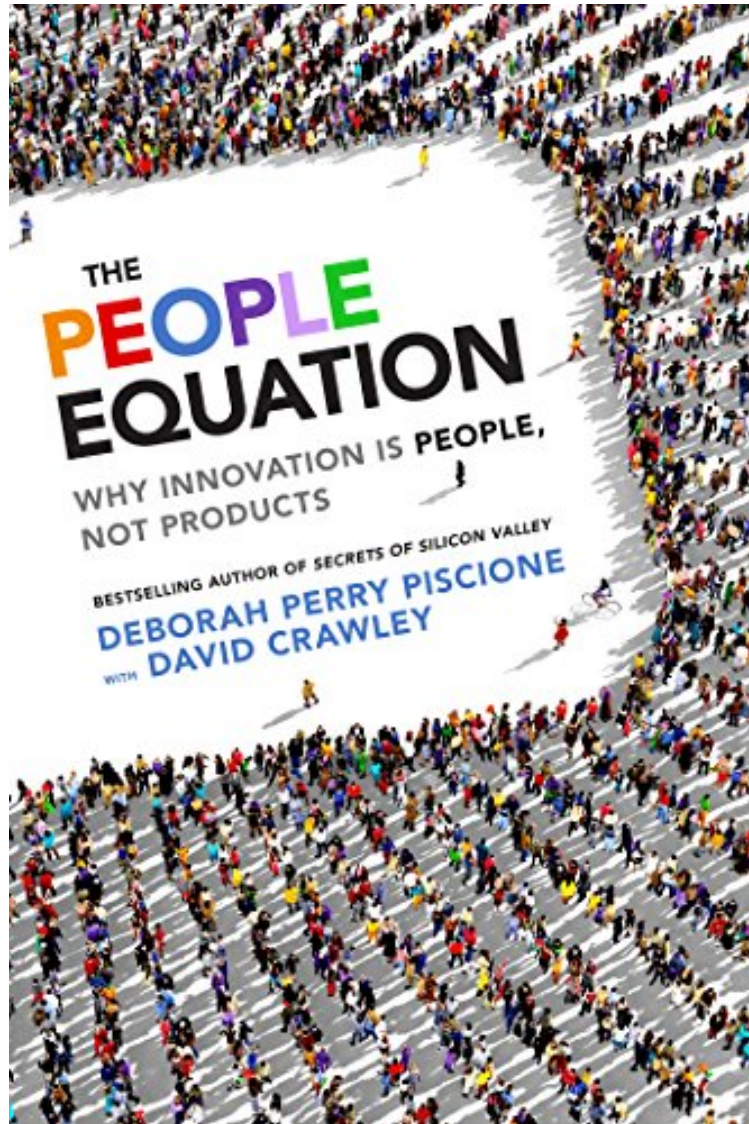


# The People Equation: Why Innovation Is People, Not Products

*Deborah Perry Piscione, David Crawley*  
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**Deborah Perry Piscione, David Crawley : The People Equation: Why Innovation Is People, Not Products**  
before purchasing it in order to gauge whether or not it would be worth my time, and all praised The People Equation: Why Innovation Is People, Not Products:

2 of 2 people found the following review helpful. THE WORLD HAS CHANGED, SO WHY HASN'T MANAGEMENT? By Michael Humphrey  
In my opinion, this is an absolute must-read for business leaders. What this book does best is bring several critically important issues together, addressing the issues such as: - creating psychological safety at work - building better skills and systems for risk-taking (which is sorely lacking these days) - re-learning how to communicate and collaborate (and yes, email and text are lousy substitutes) - avoiding "group

think" and embracing the quirky - harvesting the genius in every worker - finding inspiration from the passions and dreams of your employees One of the few business books that is truly worth the time to read!

The People Equation Every business leader knows that the key to growth is innovation; if you do what you've always done, you'll get what you've always got. Deborah Perry Piscione and David Crawley argue that ultimately the key to innovation is people. After all, creativity is a uniquely human function, something that can't be automated. So how do you design an organization so that it provides the elements that will bear new thinking and bring forth bold ideas? Through The People Equation. Based on examples from their consulting work and research into successful business practices, Perry Piscione and Crawley's The People Equation enables leaders to create a culture where psychological safety is a given, risk taking is embraced, and collaboration between highly competent people is nurtured. When experiments and new initiatives look promising, Perry Piscione and Crawley's Improvisational Innovation process provides a road map to quickly develop ideas and bring them to market. All this requires upending the usual organizational pyramid and instilling a completely new mindset throughout the organization. Perry Piscione and Crawley show that in our rapidly changing world, the top is not where the really disruptive ideas are going to come from. And if people are afraid to take chances, even fail, you're never going to get those ideas; playing it safe means you'll be out of the game. The People Equation provides you with a formula for exponentially increasing out-of-the-box thinking in your organization and multiplying your chances for greater growth and success.

The future of work will look different and feel different than any time period prior. The People Equation provides an excellent road map on how organizations need to move now to succeed in the future. — Vivek Wadhwa, Distinguished Fellow, Carnegie Mellon University College of Engineering; syndicated columnist, Washington Post; and author of The Driver in the Driverless Car The People Equation provides a framework for how companies might operate in a world where technology displaces jobs and innovation is paramount. — Lord Wei of Shoreditch, Chair, Future Strategy Board, Ninety Consulting The book is great in that The People Equation is about creating a structure and culture for people to be at their best and bring forth new ideas. While Deborah Perry Piscione and David Crawley target the book to business cultures, it is a telling message for society as a whole. — Barbara Corcoran, cohost of ABC's Shark Tank Deborah Perry Piscione and David Crawley masterfully and simply fuse real work and Silicon Valley — style innovation with over one hundred years of research and accepted practice in HR to suggest how to lead organizations in the new fluid economy. Exponential developments in technology require a completely different workforce and organizational structure if existing companies are to survive and thrive. Perry Piscione and Crawley provide an excellent road map for both disruptive start-ups reaching scale and existing companies looking for new business models. It is a quick yet very powerful read that I recommend for anyone interested in innovation and leadership! — Bonny Simi, President, JetBlue Technology Ventures The People Equation is a must-read for all leaders looking at their current strategy/status and wondering how they are ever going to be able to survive in the innovation economy. — US Representative Ileana Ros-Lehtinen, Chairman Emeritus, House Foreign Affairs Committee About the Author Deborah Perry Piscione is an entrepreneur, speaker, and innovation-process expert, who is a co-founder and principal at Vorto Consulting and a co-founder and CEO at Desha Productions, Inc. In addition to her entrepreneurial work, she is also a television and radio commentator and an author and co-author of several books, including the New York Times bestselling Secrets of Silicon Valley: What Everyone Else Can Learn From the Innovation Capital of the World. David Crawley, PhD, is a co-founder and principal at Vorto Consulting. He has consulted extensively with the top management of multiple Fortune 500 companies on the topics of innovation, lean-product development, and business-process improvement. Jeff Hoyt has spent over twenty years working as a voiceover artist. In addition to that work, Jeff writes a column for an alternative northwest newspaper, performs the occasional commentary for NPR, hosts a semi-regular Internet radio show and a podcast, and assists Vashon Island's all-volunteer radio station in its quest for an over-the-air FCC license.