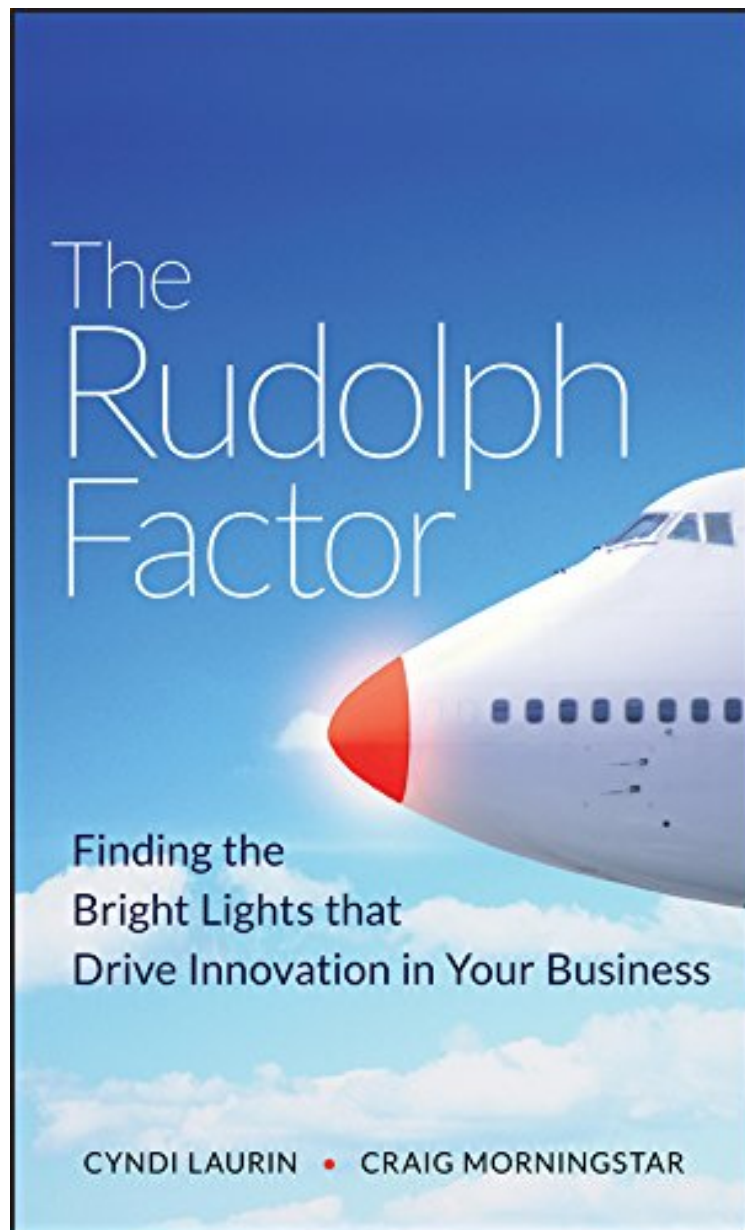


(Download pdf) The Rudolph Factor: Finding the Bright Lights that Drive Innovation in Your Business

## The Rudolph Factor: Finding the Bright Lights that Drive Innovation in Your Business

*Cyndi Laurin, Craig Morningstar*  
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**Cyndi Laurin, Craig Morningstar : The Rudolph Factor: Finding the Bright Lights that Drive Innovation in Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rudolph Factor: Finding the Bright Lights that Drive Innovation in Your Business:

1 of 1 people found the following review helpful. Nice read  
By Scooter  
What a great author!  
3 of 3 people found the following review helpful. The Rudolph Factor  
By Bob A.  
If you are looking for a great read on innovation, entrepreneurship, and business excellence, this book is for you. The Rudolph Factor principles are transferable to and can be replicated by any type or size of organization in any industry. As a Consumer Products Sales Executive working in a small company, our future success depends on finding the BRIGHT LIGHTS that will drive future innovation and differentiation in a very competitive marketplace. Great job Cyndi and Craig!  
1 of 2 people found the following review helpful. a waste of my time  
By jbmcca  
waste of my time. The book lacked credibility, and seemed unfocused. I don't recognize any "Rudolphs" and disagree with the overall thesis.

The bestselling author of *Catch!* shares the innovation secrets that helped Boeing turn itself around from the brink of collapse. *The Rudolph Factor* tells the story of Boeing's spectacular turnaround through a discussion of principles and qualities that are transferable and replicable to any size or type of organization in any industry. Authors Cyndi Laurin and Craig Morningstar use the story of Rudolph the Red-Nosed Reindeer as an analogy to explore a corporate culture that managed to avoid disaster through progressive leadership; a highly participatory team-based culture; the development of an organizational constitution; and an alternative, aligned employee rewards structure. Using real-world lessons from Boeing's inspiring story, *The Rudolph Factor* shows companies how to nurture a culture centered around their "Rudolphs"—those out-of-the-box, creative employees who can serve as shining lights to lead organizations in accomplishing their goals. Applicable to anyone who runs a business of any size, this book shows readers how to find, nurture, and leverage the creativity of its employees to achieve a long-term competitive advantage.

From the Inside Flap  
The Boeing Company, one of America's oldest and best aircraft manufacturers, has struggled—along with many of its competitors and suppliers—with the cyclical nature of demand for commercial aircraft. Between the difficult integration of the Rockwell and McDonnell Douglas teams into Boeing's culture, increasing competition from Airbus, and heightened market pressure, the company was facing serious financial consequences...until it found its bearings and managed a remarkable turnaround in record-breaking time, putting its competitors on the ropes. "*The Rudolph Factor*" explains how Boeing did it. The company's journey back to excellence began a decade ago with the Boeing C-17 Globemaster, the U.S. Air Force's newest, most modern cargo aircraft. Hampered by a toxic culture and struggling to stay alive, Boeing C-17 management and employees partnered with the U.S. Air Force to fix the Program. They—all 10,000 of them—instituted a new set of progressive practices from the top down and from the bottom up. One of their primary focuses was finding and nurturing creativity and innovative thinking among their people and teams. These new practices—including redefining leadership, developing a highly participatory team-based culture, and creating a steadfast organizational constitution as well as an alternative reward structure—successfully reformed the C-17 Program, turning near disaster into stunning success. The C-17 Program continues to be so successful, in fact, that its leadership and employee involvement principles are currently being instituted throughout Boeing—contributing to the entire company's future. "*The Rudolph Factor*" uses Boeing C-17's successful transformation as a platform for teaching organizations how to elicit and benefit from the creative, revolutionary thinking of current employees. A small percentage of hypercreative, out-of-the-box thinkers can be the catalyst for organization-wide reform—if you can recognize and nurture their special abilities. This book shows you how to find them in your organization, empower them, and build a revolutionary business culture around them. If you want to get the best out of your people, turn your struggling business around, or fix failing projects, "*The Rudolph Factor*" will be your guiding light.  
From the Back Cover  
PRAISE FOR *The Rudolph Factor*  
"Whether you're just starting a business or are a seasoned veteran, *The Rudolph Factor* provides the guiding light for continuously stimulating innovation. People are the key, and this is just the recipe for waking up the creative power within!" —FRANK J. GRIMMELMANN, Chairman, TGG Holdings  
"An insightful approach to unleashing the creativity residing in a diverse workforce." —HARVEY SHREDNICK, former CIO, Corning Incorporated  
"A must-have for every executive seeking business and career success." —LINDA BAUGH, President of the award-winning American Career Executives  
"The Rudolph Factor is a guide for companies seeking success in an innovative age." —JOHN GAUDELLI, Manager of Business Development, Homestore / Move.com  
"A book that sets the new standard for creative and innovative thinking." —DOUG NEWTON, Desert Sage Consulting and member of the Valley Advisory Group  
"A must-read for every executive, manager, and employee who seeks innovation and business success, especially in today's challenging business environment." —MARTIN R. NASON, Partner, B2B CFO, and former senior executive vice president, Vidal Sassoon, Inc.  
"It's the operationalizing of the Four Pillars held in *The Rudolph Factor* that make this writing invaluable to virtually any organization who cares about optimizing the performance of their 'herd.' Cyndi and Craig clearly detail the whys and hows to move your workforce, currently centered around working with the body, to fully engaging their minds and hearts as well. An essential read." —BRUCE CUMMINGS, VP Human Resources, Guardian Industries  
About the Author  
Cyndi Laurin, PhD, is an author, international keynote speaker, and founder of Guide to Greatness, LLC. She specializes in process improvement and performance management. She is also the bestselling author of *Catch!*  
Craig Morningstar is an experienced senior-level executive

whose background includes positions at Southwest Airlines and Charles Schwab. He is also an entrepreneur who has founded, operated, and sold several companies.