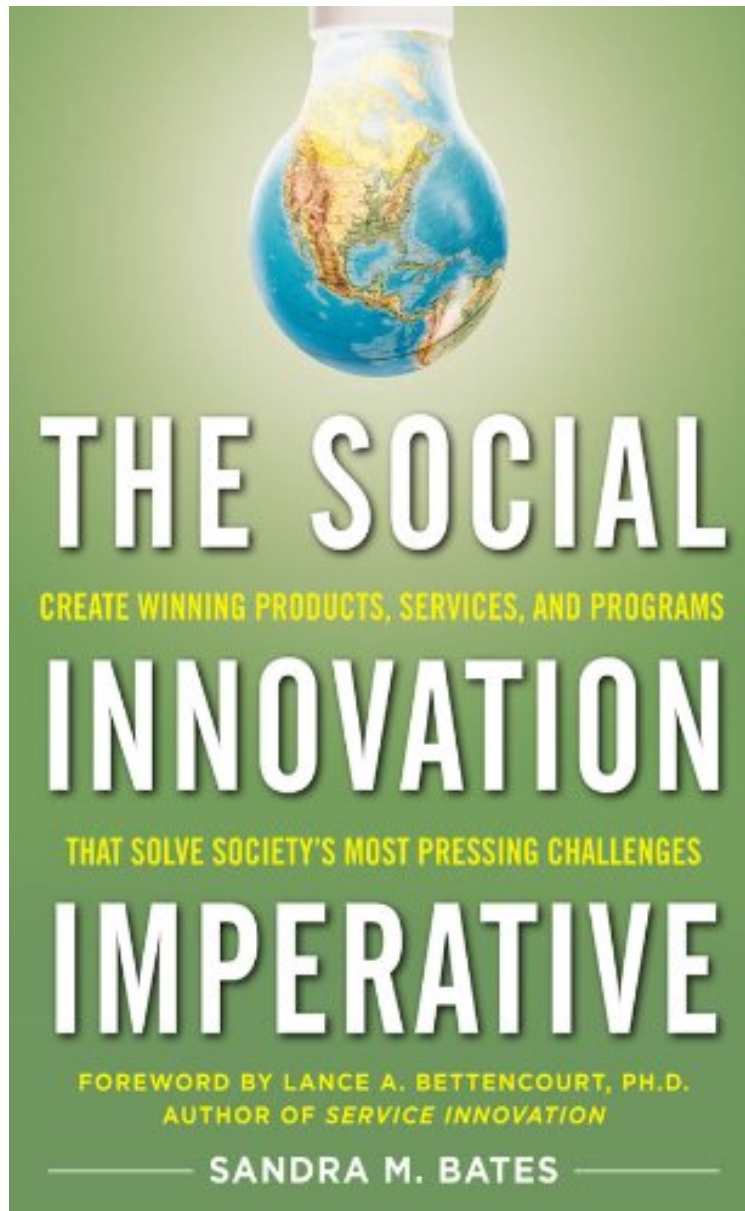


[Mobile book] The Social Innovation Imperative: Create Winning Products, Services, and Programs that Solve Society's Most Pressing Challenges

The Social Innovation Imperative: Create Winning Products, Services, and Programs that Solve Society's Most Pressing Challenges

Sandra M. Bates

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Sandra M. Bates : The Social Innovation Imperative: Create Winning Products, Services, and Programs that Solve Society's Most Pressing Challenges before purchasing it in order to gage whether or not it would be worth my

time, and all praised *The Social Innovation Imperative: Create Winning Products, Services, and Programs that Solve Society's Most Pressing Challenges*:

0 of 0 people found the following review helpful. Good book about an important theme. By Martinez Villegas Fabiaacute;nIt is a very good book, well written and it explains the social innovation very clear and helps me as profesor of this subjematter. 2 of 2 people found the following review helpful. *The Social Innovation Imperative* By Mike MatetichThis book focuses on how to change a system in society effectively. It shows examples of focusing on a problem in a society and then breaking down the components of this social problem and then constructing a solution and then implementing the solution. One easy to remember example is of providing food to children suffering from malnutrition in a poor part of Africa where basics like electricity, refrigeration and clean water for cooking do not exist. The solution was to have a packaged, protein filled peanut butter cracker that could be safely transported and stored without electricity. The final product solved the problems by following the system described by Ms. Bates. The system is described in easy to follow steps so that anyone can take the model and apply it to the social situation. Ms. Bates often focused on health care and education situations but the system could be applied to any situation. The iPhone impact on the world is explained through the eyes of this system. The real life examples help the reader to remember what the author wants to emphasize... e.g., that one step in the process of surgery is "checking the vital signs of the patient are within an acceptable range" and not "checking the monitor of the machine in the surgery room". By seeing the correct step in the process, the problem solver can expand his views to think "outside the box" of what is currently available to solve the problem. Ms. Bates shows the necessity of identifying all the needs and wants of the many parts of any "ecosystem" in order to correctly solve a problem in that ecosystem. Tables are given throughout the book with concrete examples and detailed explanations to make the breakdown into the parts of a system or job easy for the reader to follow and use in any future projects. The key to success is to have a methodological process to follow from first identifying the problem and the needs to eventually implementing a workable solution. That process is what this book is about. One specific factor mentioned in detail is the process of finding out what already exists in the technology or current research projects before starting on solutions. Examples are given of solutions existing or being worked on already in an organization (or elsewhere) which were not known to team members when the project was started. One suggested solution is to have a single repository in a large organization of their existing new projects (or even older completed projects) so that the collective work of the organization can be accessed more readily by a team trying to solve a social situation problem. This could also be done by governments or NGOs. A methodology is given for questioning how an existing solution in one area can be adopted into another area and with what needed changes. One example could be how the peanut butter cracker process could be used in another poor country elsewhere in the world with different politics and culture. The book does a good job of explaining the system, giving concrete examples and showing the reader how to follow the book's guidance for the reader's own projects. Other books and articles are cited to read for more in depth analysis on various steps of the process. There is a website for the book which allows the reader to go search for more details on a topic interesting to him. Venn diagrams help explain the concepts and many charts illustrate the points made by the author. Ms. Bates believes that an essential ingredient to development planning for any corporate product is a focus on that product's impact on society and the environment, as well as, who pays what price for that product in all areas of society and the environment (the ecosystem). So the author takes as broad a view as possible of all the inputs, outputs and effects of a product or service. The price paid for all aspects of the project by all members of the "ecosystem" is one concept she emphasizes. Only by looking at all players in the game will the project members be able to see what areas are helped or hurt by the implementation of the new project. One example is the water conservation system in Colombia where the city water use and the ranchers' water use are able to be coordinated to provide an overall win for all sides that make the participants want to join in the system, rather than be forced to participate by the local government. It is a book to keep on your shelf and review before starting a project of your own. It would be a good guide for you and your co-workers on a project. 1 of 1 people found the following review helpful. Generate a new view of your business model or target audience By Sarah Miller Caldicott Sandra's book reflects her deep experience with outcome-driven innovation and its potential for changing long-standing business models and target audience definitions. She offers a step-by-step, project-driven approach for organizations seeking to shift their ways of thinking about markets and customers. When tackling an innovation challenge, it is rare to find the kinds of detailed frameworks Sandra provides. *The Social Innovation Imperative* offers some of the best guidance I've seen on how to ask the right questions, develop new audiences and targets, analyze findings, and then create actionable insights that yield market value. If you are looking for a playbook that can guide your next social innovation initiative, this is it.

ldquo;This book is a must read for anyone who cares about the well-being of humanity in our modern world.rdquo;
mdash; Jake B. Schrum, President Southwestern University, Georgetown, TX ldquo;The Social Innovation Imperative advances a best practice framework to solving the world's most pressing social issues. This is a foundational guide to changing the world that will be referenced for years to come.rdquo;
mdash; Michael Reynolds, Vice President,

Product Development and Management, Cigna Health Care

Advancing the works of Clayton Christensen, Tony Ulwick, and others, Bates gives us a systematic approach for addressing critical human needs and the ecosystems in which they persist. This book is a blueprint to help us solve the things—the way—; Joe Grieshop, President, Chief Innovation Executive, netTrekker, Founding Partner, Knovation Lab

Bates lays out a comprehensive, needs-driven approach for creating a social innovation road map. The detailed templates she provides offer particular insight for large, complex challenges—; Sarah Miller Caldicott, author of *Innovate Like Edison* and *Inventing The Future*, great-grandniece of Thomas Edison

Bates shows how to create comprehensive innovation strategies using a six-step framework, and she gives the reader detailed instruction for each step—; Ellen Domb, Ph.D., President, PQR Group, Founder of *The TRIZ Journal*

About the Book: In recent years, business leaders have been investing unprecedented amounts of time and money pursuing innovation to drive profits and growth. Although far from perfected, the innovation best practices they follow are by now well established. But when your expected ROI isn't measured in dollars but in social good, the game is played very differently—which is where *The Social Innovation Imperative* comes in. Sandra M. Bates has spent the last decade helping major corporations create new markets for technology, consumer goods, and services. Now, she turns her attention to the social sector. *The Social Innovation Imperative* begins by explaining why innovation in social sectors, such as health care, conservation, and education, is unique and then provides the framework and tools that create a best practice for driving innovative change that will impact our world. Bates organizes the process into action-oriented steps you can follow to meet your goals effectively and in the most efficient manner possible. Learn how to: Investigate the Needs—; define the social challenge, determine unmet needs, and examine opportunities for achieving them Innovate the Solution—; devise a workable solution and develop a powerful social business model Implement the Solution—; ensure the solution creates shared value and discover techniques to make certain that it does not become an orphan innovation

In *The Social Innovation Imperative*, Bates combines everything she has learned as a high-level business consultant to offer a refreshing new approach for developing breakthrough products, programs, and services to meet society's needs. The Framework for Social Innovation outlined in this book removes the mystery from innovation success and provides a systematic approach anyone can adopt. *The Social Innovation Imperative* offers essential wisdom for innovators everywhere—; whether nonprofits, NGOs, foundations, government agencies, or corporations—who wish to generate meaningful social value.

About the Author Sandra M. Bates has worked with more than 50 companies, spanning dozens of industries, and more than 100 innovation initiatives, helping executive teams launch award-winning products, services, and programs. She most recently founded *The Innovation Partners*, a group focused on generating social impact through innovation. Bates was also the executive director and cofounder of the *Strategyn Institute*, where she engaged and trained hundreds of executives in the Outcome-Driven Innovation methodology, allowing her to enjoy both consulting and teaching others.