#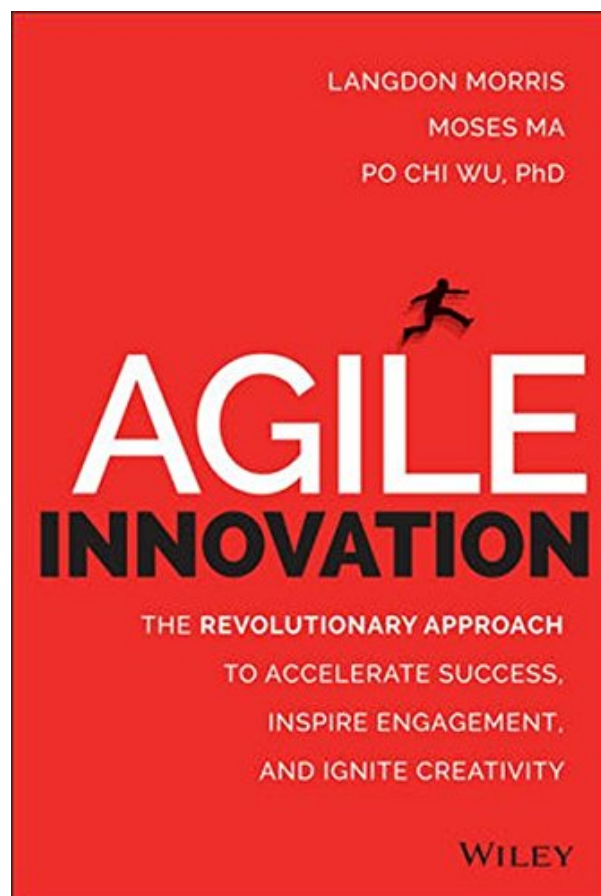 AGILE INNOVATION: THE REVOLUTIONARY APPROACH TO ACCELERATE SUCCESS, INSPIRE ENGAGEMENT, AND IGNITE CREATIVITY BY LANGDON MORRIS, MOSES MA

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From the Inside Flap

Are you ready to innovate?

Imagine a business culture where high performance collaboration is the norm, where teams are driven by an internal desire to achieve greatness, and where innovation happens constantly. This is what distinguishes the truly innovative companies—they recognize that innovation is a continuous and collaborative process of adaptation, and they've leaped beyond the ad hoc to a systematic and repeatable process of business creativity and results.

This is what Agile Innovation is all about. This book will show you, chapter by chapter, how to build an innovative business culture that's fast and nimble, seizing opportunities before the competition, getting ahead, and staying there.

• Speed: Accelerate the innovation process to get maximum results in the least possible time.
• Creativity: Discover what the world's best innovators do to come up with break-through ideas.
• Risk: Reduce innovation risk while increasing innovation performance.
• Engagement: Achieve effective collaboration throughout your organization, and unleash the hidden great ideas waiting in every corner.
• Leadership: Insights from breakthrough innovators will help you make the right choices and get your entire organization on the move.

Based on two decades of proven performance, Agile Innovation is a toolkit of unified, effective, and

practical methods that work for large organizations as well as start-ups. Filled with insights, numerous examples, detailed case studies, provocative questions, techniques you can apply now, and quick-reference information, Agile Innovation will appeal to everyone who's motivated to shape the future of innovation.

Praised by dozens of business leaders around the globe, this is the book you've been waiting for.

It is a detailed road map to innovation effectiveness and success so that your organization can rival the best.

Agile Innovation. This is how to achieve success at high speed.

The authors are the cofounders of FutureLab Consulting, a leading edge firm blending innovation, strategy, and technology solutions for leading enterprises worldwide.

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Find your company's unique innovation style, and nurture it into a powerful competitive advantage

Praised by business leaders worldwide, Agile Innovation is the authoritative guide to survival and success in today's "innovate-or-die" business world. This revolutionary approach combines the best of Agile with the world's leading methods of Innovation to present a crisp, articulate, and proven system for developing the breakthrough capabilities every organization must master to thrive today and tomorrow.

You already know that effective innovation doesn't happen by accident—it is achieved by careful design. Agile Innovation addresses the three critical drivers of innovation success: accelerating the innovation process; reducing the risks inherent in innovation; and engaging your entire organization and your broader ecosystem in the innovation effort.

The key frameworks described here build on the proven success of Agile to provide a comprehensive and customizable Innovation Master Plan approach to sustained innovation improvement in the five critical performance areas: strategy, portfolio, process, culture and infrastructure.

Major topics include: the power of Agile in the innovation process, how to overcome innovation risk, the best tools to evoke engagement and collaboration, branding as an integral element of innovation, and the best leadership skills and practices that create the special environment that enables transformative growth. Readers will learn specifically how to create better ideas, develop them more efficiently, and work together more profitably and effectively to achieve breakthroughs.

The insights offered in this book are highlighted in 11 detailed case studies illustrating the world's best innovation practices at Wells Fargo, Nike, Volvo, Netflix, Southwest Airlines, NASA,The New York Times, and others, in dozens of specific business examples, in two dozen powerful and unique techniques and methods, and a full set of implementation guidelines to put these insights into practice.

Key Insights:

- Understand how to implement the many ways that innovation efforts can be accelerated to achieve even greater competitive advantage
- Learn to create a culture of innovation, greater engagement, and rich collaboration throughout your organization
- Discover how to reduce risk and accelerate learning
- Implement your own unique plan to enhance collaborative innovation, from leadership through operations
- Integrate key agility principles into your strategic planning decisions for sustained improvement
- Explore dramatic new approaches to open innovation that optimize large scale innovation
- Apply the latest and best technology tools to enhance innovation, reduce risk, and promote broad

participation.

This is a must read book, a practical guide for fostering a culture of innovation, nurturing creativity, and efficiently developing the ideas that drive strategic growth.

And since innovation is not imitation, you know that copying the ideas and strategies of other successful organizations will not produce the desired outcomes. Hence, all leaders must develop their own way of innovating and nurture the right style of collaborating for their own organization. This book will guide you to find your own unique pathways to success.

Blaze your own trail to the high levels of innovativeness and organizational agility by learning from the expert guidance and practical, actionable advice offered throughout this important book.

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- 400 pages

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1 of 1 people found the following review helpful.
How to Innovate with Agile
By Steve Neiderhauser
Many books have been written about Agile software development, while Agile Innovation is one of a few books that shows you how to innovate using an Agile mindset.

The authors slightly alter the second value of the Agile Manifesto, replacing "Working software" with "Working innovations."

That's fine because Agile Innovation is about rapid-cycle, iterative development rather than getting it perfect. Instead of a 100-page business case, put a working prototype in the hands of your customers and get customer feedback: Does the prototype work the way you intended? What's the next step in design?

I also agree when the authors state that teams should be able to complete a rough prototype within two months. When I see a software team work for three months or more without producing a working product or even a minimum viable product, those project always fail.

The book provides four new habits that companies should embrace so there's an environment that will foster the development of prototypes in two months. The second habit resonates with me: The work process must be modified so teams can deliver incremental versions of working products and obtain customer feedback. Then, iterate again.

Throughout the book the authors tap into the deep wisdom of the Agile community and apply Agile principles to innovation.

Because Jeff Sutherland designed the Scrum framework as an object-oriented framework, the authors are able to reuse Scrum for Agile Innovation. Sure, they call it an "Idea Scrum" and the product backlog consists of ideas, and the output of the sprint is an incrementally validated business case; still their Scrum Framework works in iterations and elicits values like working innovations.

As you'd expect, the book also showcases the authors' creative chops. Coauthor Moses Ma developed an approach called multivisioning, a way to continuously generate ideas by shifting perspective while you brainstorm.

Moses took the concepts from one of my favorite books, Applied Imagination, and combined it with the thinking of Leonardo da Vinci who believed to solve a problem you should learn to see it and structure it in may ways.

There's also a section about Jungian archetypes. We see that Steve Jobs and Leonardo da Vinci were the magician archetype. I especially enjoyed reading da Vinci's letter to the Duke of Milan; a job application of

sorts describing Leonardo's 10 magical skills. Yes, da Vinci was the ultimate T-shaped employee!

I don't have time to write about all the stories and innovation concepts in the book, except to say I think you'll enjoy reading about the story of Leonidas and the mythic 300 and how the story inspires innovation.

1 of 1 people found the following review helpful.
One Star
By GrannieKassie
tough read

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Great read using software development as the analog on how ...
By Steven F. Ungvari
Great read using software development as the analog on how to stay agile and assure discipline in the development of new innovations, in products and services.
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Review
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Innovation de-mystify innovation, and lay out a thoughtful road map for readers to understand how to create innovative organizations. The methodology applies as well to large organizations as start ups and should be on the reading list of anyone who wants to prepare their companies for the rest of the 21st century."Â Gary Rieschel, Founder and Managing Director, Qiming Venture Partners "Sustainable Innovation: the speed to innovate and the ability to foster a culture where constant creativity is the norm is becoming a critical function for organizations and individuals given the fast pace of today's global business. Agile Innovation captures the essence of this domain in a succinct, informative and highly engaging manner."Â George Thomas, Partner and Director, IBM Corporation "Agile Innovation is a rare and exceptional book. It has the potential to move the entire field forward, through the clarity of its writing and the importance of its message. If you are going to read any book on innovation this year, make it this one."Â Pascal Baudry, PhD, Founder, WDHB Consulting Group"This is a very important book, and makes a strong case for a paradigm shift in the methodology of innovation, based on the Agile approach. This must read book is successful in practicing what it preaches - in not just preaching innovation but by demonstrating innovativeness - and deserves to be read carefully and digested thoroughly." Â Jeff Sutherland, co-creator of Scrum and author of Scrum: The Art of Doing Twice the Work in Half the Time

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From the Inside Flap

Are you ready to innovate?

Imagine a business culture where high performance collaboration is the norm, where teams are driven by an internal desire to achieve greatness, and where innovation happens constantly. This is what distinguishes the truly innovative companies—they recognize that innovation is a continuous and collaborative process of adaptation, and they've leaped beyond the ad hoc to a systematic and repeatable process of business creativity and results.

This is what Agile Innovation is all about. This book will show you, chapter by chapter, how to build an innovative business culture that's fast and nimble, seizing opportunities before the competition, getting ahead, and staying there.

- Speed: Accelerate the innovation process to get maximum results in the least possible time.
- Creativity: Discover what the world's best innovators do to come up with break-through ideas.
- Risk: Reduce innovation risk while increasing innovation performance.
- Engagement: Achieve effective collaboration throughout your organization, and unleash the hidden great ideas waiting in every corner.
- Leadership: Insights from breakthrough innovators will help you make the right choices and get your entire organization on the move.

Based on two decades of proven performance, Agile Innovation is a toolkit of unified, effective, and practical methods that work for large organizations as well as start-ups. Filled with insights, numerous examples, detailed case studies, provocative questions, techniques you can apply now, and quick-reference information, Agile Innovation will appeal to everyone who's motivated to shape the future of innovation.

Praised by dozens of business leaders around the globe, this is the book you've been waiting for.

It is a detailed road map to innovation effectiveness and success so that your organization can rival the best.

Agile Innovation. This is how to achieve success at high speed.

The authors are the cofounders of FutureLab Consulting, a leading edge firm blending innovation, strategy, and technology solutions for leading enterprises worldwide.

Agile Innovation: The Revolutionary Approach To Accelerate Success, Inspire Engagement, And Ignite Creativity By Langdon Morris, Moses Ma. Discovering how to have reading practice resembles learning how to attempt for consuming something that you really do not really want. It will need even more times to help. Additionally, it will certainly also little bit force to serve the food to your mouth and swallow it. Well, as checking out a publication Agile Innovation: The Revolutionary Approach To Accelerate Success, Inspire Engagement, And Ignite Creativity By Langdon Morris, Moses Ma, sometimes, if you need to review something for your new works, you will certainly really feel so lightheaded of it. Also it is a book like Agile Innovation: The Revolutionary Approach To Accelerate Success, Inspire Engagement, And Ignite Creativity By Langdon Morris, Moses Ma; it will certainly make you feel so bad.