

## Table of Contents

Introduction.....	9
Ten Things Walt Disney Taught Me About Innovation .....	11
The Ultimate Business Advantage .....	17
Innovation Success Factors .....	19
General Creativity & Creative Problem Solving.....	20
Creative Problem Solving Models Through History .....	25
What is Incubation?.....	30
Listen to Yourself.....	33
Idea Stimulating Activities & Environments.....	37
Reflection.....	38
Ideas Come In All Sizes.....	40
Brainstorming Works .....	43
Brainstorming Alternatives.....	45
Time is Money.....	47
Make Innovation Fun.....	50
Words That Teach.....	53
Monotony Makes Jack A Dull Boy .....	55
Personal Creativity Tips & Tricks.....	57
Constrained Innovation .....	60
Some Pretty Smart Dead Guys .....	62
Imagination .....	65
Corporate Imagination.....	67
“Re” discovering Corporate Imagination.....	69
Don't Despair...Imagine.....	72
Leadership .....	74
Innovation Leadership Responsibilities.....	78
Innovation Leadership Keys.....	79
The Innovation Manager's 100 Day Plan.....	80
Just Start It.....	82
Make Innovation Your Own.....	84
Corporate Innovation Leadership .....	86
Leadership Takes Courage.....	88
Actions Speak Louder Than Words .....	91
Decisions, Decisions, Decisions .....	94

Avoid the Easy Way Out.....	97
Innovation and Commitment.....	100
Another Example of Organizational Insanity.....	102
And Now...A Word From Our Sponsor.....	105
Words vs. Action Mismatch Syndrome.....	107
A Word About Courage.....	110
Innovation Means Whatever You Want It To Mean.....	114
Who Killed My Innovation.....	117
The Four Beliefs.....	119
Innovation is Execution.....	122
Idea/Innovation Management Processes & Systems.....	124
A Start to Finish Process.....	127
Innovation Program Design Highlights.....	129
Innovation Management Development Timeline.....	132
Creative Problem Solving Timeline.....	133
Sharing Some Frustration.....	134
Invent Your Future.....	136
Innovation Management Is A Business Discipline.....	139
Don't Bite Off More Than You Can Chew.....	144
Innovation Culture.....	146
Innovation Culture.....	149
Changing The Culture.....	151
The Power of Observation.....	154
How to Avoid Unintentionally Killing Ideas.....	157
Risk vs. Reward.....	159
Learning Through Failure.....	161
Partial Innovation = Incremental Innovation.....	164
Finding Mistakes to Make.....	167
Innovation Resources.....	169
Required Skills for the Innovator.....	171
Sources of Ideas/Innovation.....	172
An Army of Many.....	173
A Few Thoughts About Collaboration.....	176
Doers vs. Dreamers.....	178
Working In The Innovation Age.....	180
Managing Resources via Rewards & Recognition.....	182
Innovation Tools.....	183
How Do You Measure An Idea?.....	186

Innovation Metrics & Measurement .....	188
What's In Your Toolbox .....	191
Creativity Takes Time .....	194
Introducing "The Innovation Road Map" .....	197
Innovation Dashboard.....	200
Creativity Breakdown Structure.....	201
Innovation Environments.....	202
Collaboration Space Fundamentals.....	204
Room To Think .....	206
General Innovation Management.....	209
Innovation Root Causes .....	218
What Are Your Innovation Goals.....	220
Looking Ahead .....	222
Thoughts on Best Practices .....	225
The New Growth Imperative.....	227
Innovation...Everyday...All Day .....	229
Why Do You Still Follow A Losing Strategy? .....	231
Time Management & Innovation .....	234
Innovation Models .....	236
Continuous Innovation .....	237
Centers of Innovation Excellence .....	240
More on Innovation Management "Centers of Excellence" .....	244
Innovation Portfolio Management .....	245
What Is A "Balanced Innovation Portfolio?" .....	249
Innovation Maturity... ..	252
Innovation Maturity Model - Level 1 .....	254
Innovation Maturity Model - Level 2 .....	257
Innovation Maturity Model - Level 3.....	261
Innovation Maturity Model - Level 4 .....	265
Innovation Maturity Model - Level 5 .....	269
Innovation Maturity Model - Level 6 .....	272
Innovation Maturity Model - Conclusion.....	274
Innovation Maturity, Simplified.....	278
Final Thoughts .....	280
Great Creativity/Innovation Quotes .....	281