

1. Record Nr.	UNINA9910809753903321
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Titolo	Innovation engine : driving execution for breakthrough results / / Jatin Desai
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., 2013
ISBN	9781118658925 1118658922 9781299475809 1299475809 9781118420270 1118420276
Edizione	[1st edition]
Descrizione fisica	1 online resource (253 p.)
Collana	THEi Wiley ebooks
Disciplina	658.4/063
Soggetti	Technological innovations - Management Diffusion of innovations - Management New products Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Innovation Engine; Contents; Preface; Acknowledgments; Introduction; The New Duality: Performance Engine andInnovation Engine; Foresight; Getting Started; Barriers and Risks; The Game of Innovation; Innovation Scorecard; Driving Innovation; Notes; Part I Link Innovation to Business Strategy; Chapter 1 Develop a Clear Innovation Intent; The Vision; The Seismic Shift; Mechanical Engine versus Innovation Engine; Strategic Alignment for Innovation; Why Innovation?; New Value Creation: Innovate to Generate Differentiated New Value and Profit Climate and Culture: Improve Employee Engagement and Build a Culture of Innovation (People)Clarity and Uncertainty: Improve Clarity about the Future and Reduce Uncertainty (Prosperity); Citizenship: Uplift Society and Build a Legacy (Planet); Innovation Execution: Embedding Innovation; Conclusion; Notes; Chapter 2 Assess Innovation Readiness; Reasons Why Executives Want Innovation; 1. We Need to Get Off Commodity Island; 2. Globalization and Automation Are Causing a

Shortened Life Span for Our Products and Services; 3. Our Strategic and Annual Planning Processes Are Not Working
4. Our Organization Lacks Nimbleness5. Multigenerational Talent Gaps Are Widening; 6. We Are Not Able to Keep Up with Breakthrough Advances in Technology and Scientific Innovations; 7. There Are No Safe-Haven Sectors; Innovation Readiness; Factors of the Innovation System and Culture; Alignment; Insights; Mobilization; Leading Innovation; Role of Transformative Leadership; Leadership Dialog at the Top; Three Constraints for Innovation Success; Notes; Chapter 3 Creating an Innovation Strategy; Innovation Strategy; Defining Innovation Strategy; Examples from the Field
Creativity, Design, Invention, InnovationInnovation Management; Defining Innovation; Defining Innovation Objectives and an Innovation Goal; Choosing Innovation Objectives; Defining the Innovation Goal; Notes; Part II Develop an Innovation Playbook; Chapter 4 Creating a Roadmap; Innovation Playbook; 1. Innovation Charter; 2. Innovation Principles; 3. Innovation Processes; 4. Intrapreneurs; 5. Structure and Governance; 6. Innovation Scorecard; Notes; Chapter 5 Building Momentum; Momentum; Momentum Framework; 1. Develop Your Innovation Story; 2. Evoke Change Leadership
3. Identify Innovation Leaders and Best Talent4. Communicate, Communicate, Communicate; 5. Build Awareness-Educate Everyone; 6. Protect the Momentum; Conclusion; Note; Part III Playing the Game; Chapter 6 Structuring for Innovation; Components of Organizational Structure; Types of Organizational Structures; Traditional Structures; Matrix Structures; Program-Based Structures; Planning Your Innovation Structure; Four Major Types of Innovation Structures; Traditional Two-Tier Structure; Center of Excellence; Strategic Horizons Group; Intrapreneuring and Venturing Group
Core Innovation Team Structure

Sommario/riassunto

How to implement an innovation engine in any organization Innovation is often sought and is in high demand today. At the same time it is often misunderstood and lacks committed sponsorship. Today, most teams at the top need an innovation capability in a manner that works in tandem with their performance/operations management. Packed with actionable ideas, references, links, and resources, Innovation Engine meets that need. Reveals how to develop strategy, road maps, and processes for innovation executionProvides high level implementation guidance on executing in
