



The Rules of Innovation

Bart Huthwaite

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The power of personal innovation is the most sought after skill in organizations today. Individuals are using it to become rich almost overnight. Company employees are applying it to make giant leaps up the corporate ladder. Now this rubber-hits-the-road book helps you do likewise. It gives you a clear step-by-step road map with how to rules to convert any innovation quest from a mystery to a method. The author, Bart Huthwaite, Sr., draws on more than twenty-five years of hands on experience. He has successfully coached thousands of individuals in hundreds of companies around the world. As one General Electric Rules of Innovation user once quipped, Bart s experience ranges from innovations in candy bars to aircraft carriers. Lean enterprise and six sigma practitioners will find this book a valuable addition to their library shelf. It provides a robust front end for the tools of lean six sigma. What you learn in this book has universal application. You can use Rules of Innovation to create: --Products where you have no competitors, yet huge market potential -- Services with new types of value you never before imagined --Systems that transform the way you do business --Organizational strategies that unify and guide your people to success Want to know the proven path to breakthrough innovation? This book shows you how to recognize opportunity gaps and then gives you a way to find solutions to fill them. Want to know if you idea will succeed? This book gives you a way to measure your innovative idea against others. Want to steer clear of failure? You will learn the Fatal Flaws, the most common innovation mistakes you must avoid. Want to spot new opportunities early? You will learn the Rule of Recognizing Ripening Bananas, a way to get to the market first by focusing on the three forces of change that continually create new opportunities Want to know what customers really want? You will learn the eight core values all customers seek and how you can leverage them to your advantage. Want to immediately avoid high cost and poor quality? You will learn the seven types of innovation solutions that create 80%--or more of all such problems and how to avoid them. You will learn how to innovate for lean six sigma at the start of your project. Want to get new insights quickly and consistently? You will learn the rule of Search Outside Your Shell , a way to explore for breakthrough solutions in places you never before thought to look. Want to improve the quality of your innovation search? You will learn how to expand your existing ideas into even more powerful ones by using the rule of Innovation Expansion It gives you the eight questions you can use to come up with even better solutions. Want to convince investors that your new idea is a winner? This book gives you a measurement system for predicting success, as well as tracking progress throughout the development process. You will be able to show how you are creating new value, well beyond that of current market offerings and competitors. This book is the ultimate how to book for those looking for a proven way to hone their innovation skill.

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