

(Pdf free) Unleashing Innovation: How Whirlpool Transformed an Industry

Unleashing Innovation: How Whirlpool Transformed an Industry

Nancy Tennant Snyder, Deborah L. Duarte
audiobook / *ebooks / Download PDF / ePub / DOC



#795577 in eBooks 2009-04-28 2009-04-28 File Name: B001Q3M3LO | File size: 25.Mb

Nancy Tennant Snyder, Deborah L. Duarte : Unleashing Innovation: How Whirlpool Transformed an Industry before purchasing it in order to gauge whether or not it would be worth my time, and all praised Unleashing Innovation: How Whirlpool Transformed an Industry:

1 of 1 people found the following review helpful. Hooray For A Well-Written Transformational Change Success StoryBy Bill WiersmaThis book is rock-solid. I don't work in the 'innovation space' per se, but found the book particularly helpful in thinking about transformational change. For those thinking about initiating a massive change effort, this book is a must read. It will give you a reality check as to what it really takes to pull it off. Transformation change is not for the faint of heart. This book reminded me that when undertaking a massive change effort of this

magnitude:***why steel-spine CEO sponsorship is a must-have. No weak-kneed wanna-be's allowed.***why transformative change must be 'baked in'. That means management systems and all that goes with that must be modified to support the change. No cutting corners, no short-cuts.***why a change of this magnitude takes a long time to bear significant fruit. Taking the long-view is imperative.***why a story like Whirlpool's provides hope for others that transformational change is possible. Whirlpool is an inspiring story. There is much to learn here. The book often addresses 'change' from a blocking and tackling perspective...but why shouldn't it. It's what made the Whirlpool story so compelling in the first place!

Bill Wiersma, Author--The Big AHA and The Power of Professionalism (2011)³ of 3 people found the following review helpful. Good Information

By Ron Napoles As a guide to create an innovation program or embed innovation this book delivers for the most part. I was able to pull lessons out and implement. What was disappointing is when the authors discuss the Strategos Innovation tools. They fall short of actually providing the tools and explaining. They say that the tools are. "Strategos intellectual property." So what the reader is left with is a general framework on an innovation program without the crucial tools to teach to the organization. I was hoping to at least get some idea or sample of the Strategos innovation tools for cheap.

1 of 1 people found the following review helpful. Complete System

By Michael Porter Many books describe innovation systems without mentioning people. Some talk about people, but not the systems to execute on ideas. This book describes the integration of these two components -and in a real company in the middle of the multiyear implementation. If your role is to implement an innovation system in your organization, read this book.

In publications such as BusinessWeek and Fast Company, the media have celebrated Whirlpool's transformation into a leading-edge innovator and Nancy Tennant Snyder's role as chief innovation officer. Ten years after this remarkable transformation, *Unleashing Innovation* tells the inside story of one of the most successful innovation turnarounds in American history. Nancy Tennant Snyder and coauthor Deborah L. Duarte reveal how Whirlpool undertook one of the largest change efforts in corporate history and show how innovation was embedded throughout the company, which ultimately led to bottom-line results.

From the Inside Flap

Unleashing Innovation In 1999, Whirlpool was undergoing a company-wide reorganization to meet the demands of the post-globalization marketplace. To succeed in executing their transformative Brand-Focused Value-Creation strategy, Whirlpool needed to be both operationally excellent and innovative. In publications such as BusinessWeek and Fast Company, the media have celebrated Whirlpool's transformation into a leading-edge innovator and Nancy Tennant Snyder's role as chief innovation officer. Ten years after this remarkable transformation, *Unleashing Innovation* tells the inside story of one of the most successful innovation turnarounds in American history. Nancy Tennant Snyder and coauthor Deborah L. Duarte reveal how Whirlpool undertook one of the largest change efforts in corporate history and show how innovation was embedded throughout the company, which ultimately led to bottom-line results. *Unleashing Innovation* is filled with illustrative examples from Whirlpool and Whirlpool's cutting-edge brands including Jenn-Air, Bauknecht, KitchenAid, and Brastemp. Snyder and Duarte reveal the inner workings of Whirlpool's innovation machine, a framework that creates consistent and profitable innovation by involving all of Whirlpool's employees, and they debunk the myth that innovation comes only from the geniuses at the top. Rather than a cookie-cutter "how to" manual, *Unleashing Innovation* shows what happens when an organization creates a machine that involves everyone and fosters an environment that puts the emphasis on "learning and creating, dreaming, the mythology of heroes, and the spirit of winning." *Unleashing Innovation* shows how the engine of its innovation can be adapted to run in any business of any size and captures the steps the company took along the way, the key learnings, the tools used, the challenging setbacks, and the critical successes.

From the Back Cover

Praise for *Unleashing Innovation* "I know of no other company that has embraced the challenge of innovation as completely and successfully as Whirlpool. Starting with the goal of making innovation everyone's job, every day, Whirlpool has worked systematically to embed the innovation gene in its employees, its executive ranks, and in every management process. Whirlpool's efforts have been widely celebrated, and now Nancy Tennant Snyder takes us inside to reveal exactly what it takes to make innovation a genuine core competence. Her detailed account, and the many, practical lessons she provides, is essential reading for twenty-first-century business leaders." —Professor Gary Hamel, founder, Strategos; director, Management Lab "This tell-all book will not only show you how to successfully reinvent a business through innovation, it will inspire you to write in its margins, preach its gospel, and hang its pages on the walls of your office. Snyder and Duarte masterfully capture not only the process of innovation but also the spirit of innovation. As witnesses to one of history's most successful business transformations, the authors tell it straight, from the inside out, and with just the right balance of theory and practice. You may buy this book for its practical applications, but you will remember it for its inspiration. Old dogs can learn new tricks." —Andrew Razeghi, adjunct associate professor, creativity and innovation, Kellogg School of Management, Northwestern University; author, *The Riddle: Where Ideas Come From and How to Have Better Ones*

About the Author Nancy Tennant Snyder is corporate vice president for leadership and strategic competencies for Whirlpool Corporation, reporting to the chairman and CEO, Jeff M. Fettig. BusinessWeek named her one of twenty-five Innovation Champions in the world.

Deborah L. Duarte is a consultant who is an expert in the areas of innovation strategy, leadership and executive development, organizational design, project leadership, virtual teaming, and executive coaching. Snyder and Duarte have coauthored two best-selling books: *Mastering Virtual Teams* and *Strategic Innovation*, both from Jossey-Bass Publishers.