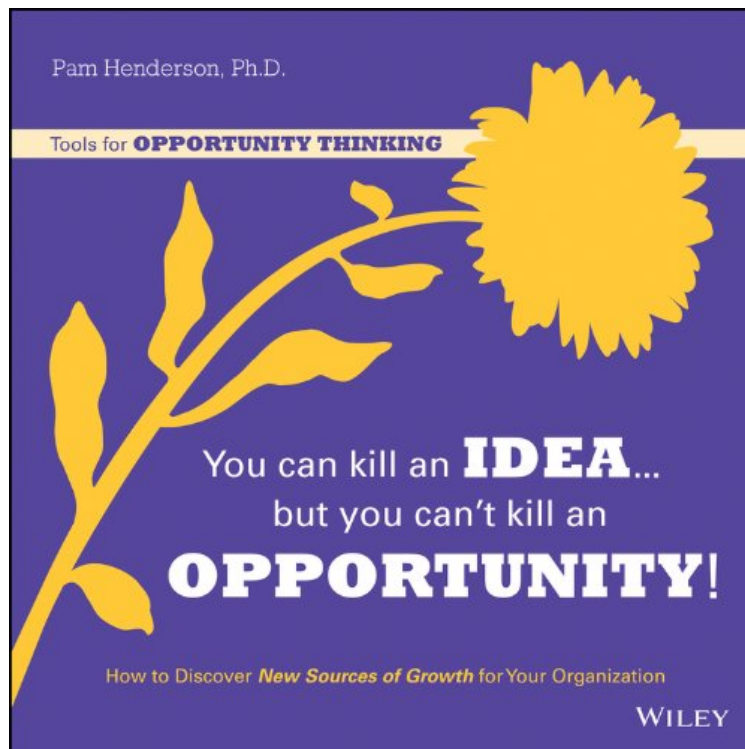


[Download] You Can Kill An Idea, But You Can't Kill An Opportunity: How to Discover New Sources of Growth for Your Organization

You Can Kill An Idea, But You Can't Kill An Opportunity: How to Discover New Sources of Growth for Your Organization

Pam Henderson

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1 of 1 people found the following review helpful. So much more than it seemsBy MarinaVery thought provoking. Format is unique and clever. It is a book that looks like a quick read but don't be fooled. So much more information and inspiration than it seems at first glance. Great for team discussions, too. Glad I bought it!0 of 0 people found the following review helpful. Five StarsBy Karen A Gaspargreat read2 of 2 people found the following review helpful. You can't kill opportunities (like this book)By Klaus G HoehnEntitled "Killing Ideas," this book itself is a "Killer Idea" for anyone who is intellectually curious and embraces creative change. Don't let it's easy-to-read and entertaining approach fool you. It is a deeply thought-provoking book about differentiating between good and not-as-good ideas, and about turning them into potentially game-changing business opportunities.With an exceptional understanding of organizational structures and the inner workings of companies and people, Pam Henderson knows that a recipe does not exist for transforming ideas into opportunities. That said, I firmly believe that her insights could have a lasting effect on an organization's way of addressing creativity and innovation. A book definitely worthwhile to read.

Ideas alone are failing us! They promise growth, but too often lead to products and services that don't deliver. In many companies it can take up to 3,000 ideas to lead to 100 projects, resulting in only 2 launches, producing on average one product that breaks even and of these products only 20% turn a profit. Defining the opportunity first, leads to big ideas that win and increases the odds for success. Pam Henderson, former faculty at Carnegie Mellon University and author of *You Can Kill an Idea, but You Can't Kill An Opportunity!* shows how to apply Opportunity Thinking in your own organization to increase speed to market for products, eliminate idea bottlenecks, get crisp on demand space, value open innovation and increase creativity ROI. Opportunity Thinking, a new approach to innovation developed by author Pam Henderson, has transformed the way companies and organizations, from Fortune 500 to non-profits, find big ideas that win and create sustainable growth. Opportunity Thinking is a creative journey that taps six sources - market forces, business models, technology, organizations, environments, and design to discover big places to play. Not your average business book, Henderson's clever narrative, bold visuals and countless stories of companies and brands will inspire you to think in new ways and stretch your mind to consider the possibilities.

From the Back Cover Opportunity Thinking unleashes big growth Growth of every kind, for every person We all have the potential to grow our organizations, careers, and even the good we can create. Vision, insight and creativity are not linked to a job title. They are inherent in all of us, waiting to be tapped and brought to life for extraordinary success. Tools for Opportunity Thinking Opportunity Thinking empowers us to see potential in new places across markets, technologies, business models, brands and design. Your entire organization can become Opportunity Thinkers! Journey to bigger ideas Ideas alone are failing us! They promise growth, but too often lead to products and services that don't deliver. Understanding opportunity inspires and generates big ideas that win. About the Author Pam Henderson, PhD is an author, former faculty at Carnegie Mellon University, entrepreneur and recognized speaker. She invented Opportunity Thinking, a creative approach to innovation that has transformed the way companies and organizations, from Fortune 500 to non-profits, find big ideas that win and create sustainable growth. She speaks internationally and publishes widely on market insight, business and innovation strategy, and design and has been recognized in Harvard Business, Wall Street Journal, and on NPR. Pam is co-founder and CEO of NewEdge, a growth, strategy and design firm that uses the Opportunity Thinking methodology to create sustainable growth for companies across industries such as John Deere, Pepsico, Dupont and The North Face. Prior to New Edge, Pam worked with the national laboratory system and Washington State University to commercialize early-stage technologies. She lives with her husband, three children, and dogs in Washington State.