

The Innovator's Method by Nathan Furr and Jeff Dyer

	<p>Innovators look for problems, develop prototypes and choose business models.</p> <p>Nathan Furr is a professor of entrepreneurship at BYU's Marriott School of Management and has worked previously as a management consultant, venture capitalist, and entrepreneur. Jeff Dyer is the Horace Beesley Professor of Strategy at BYU's Marriott School of Management.</p>	
<p>Quote... <i>"Whether you call it lean start-up, design thinking or agile software development, these new methods are revolutionising the way managers successfully create, refine and bring new ideas to market."</i></p>	<p>Sentiment Analysis... "Recommended reading for Creative Leaders" ... "provides complete guidance" ... "real, actionable insights" ... "A practical description of how to be innovative" ... "Inspiring, Insightful, Compelling" ... "Excellent"</p>	

<p>What is it?... A book offering new tools and ideas for validating innovative ideas characterised by high levels of uncertainty. Structured into discrete chapters arranged in sequence to bring the reader through the Innovator's Method. It shows how to make ideas actually happen and to commercialize them for success. The book addresses when and how to apply the tools of the method, how to adapt them to your business, and address common challenges and questions about the method itself. It presents a the foundation for accelerating innovation in any company while leading and managing culture change in today's age of uncertainty.</p>	<p>Why is it worth reading?... To learn to look for problems that are worth solving and that customers will care enough about to pay for a solution. To consider developing a series of prototypes through a process of iterative development leading to a viable and valuable solution to a customers specific problem. To tease out workable business models that makes sense in the context of the product/service, that makes money and that works in terms of pricing, marketing and strategy. To apply powerful, counter-intuitive tools within organizations that are embedded in traditional managerial thinking and practice.</p>
<p>How can you use it?... Learn and use the 6 steps of the Innovator's Method to create, refine and bring new ideas to market...</p> <ol style="list-style-type: none"> 1. INSIGHT – actively look for and savour complete surprises 2. PROBLEM – discover the real job-to-be-done 3. SOLUTION – prototype the minimum "awesome" solution 4. BIZ MODEL – validate your preferred go-to-market strategy 5. PIVOT - necessary changes in a key element of the solution or business model proposed 6. SCALE IT – get your product into the marketplace 	<p>What if...you could lower uncertainty and risk through cheap and rapid experimentation? What if...a better approach is to design a set of experiments to test "leap of faith" assumptions behind big ideas? What if...your core tasks as an innovator are to savour surprises (insight), discover jobs to be done (problem), prototype the minimum "awesome" product (solution), and validate your go-to-market strategy? What if...the most disruptive innovations are adopted by non-users who are not served well by existing solutions? What if...for disruptive innovations no expert, marketer or customer can tell you what is wanted or whether it will actually succeed?</p>

Thimble comment... I had associated Lean with large, multi-national manufacturing operations, now I can see how the same valuable approaches can be used in start-ups and large companies where cultures may be different but innovation challenges are the same BC

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