

References

Innovation cards are inspired by both recent and classic studies on what makes innovators successful. The cards do not reflect any specific study but instead focus on the habits and techniques that turn up in many studies. This document provides a brief overview of some of the key sources.

Research Studies

Berkun, S. (2010). **The Myths of Innovation**. O'Reilly Media, Sebastopol, CA.

The author debunks some commonly held myths about innovation including breakthrough ideas come in a sudden flash, innovators work alone and that people love new ideas.

Denning, P. and Dunham D. (2010). **The Innovator's Way: Essential Practices for Successful Innovation**. MIT Press, Cambridge, MA.

The authors conducted a detailed study of innovators and found eight essential practices including: Sensing, envisioning, offering, adopting, sustaining, executing, leading and embodying.

Drucker, P. (2012). **Innovation and Entrepreneurship**. Routledge, New York, NY.

A classic on innovation first published in 1985. The author identifies seven major sources for innovation including the unexpected, incongruities, process need, industry/market structures, demographics, changes in perception and new knowledge.

Dyer, J., Gregersen H. and Christensen, C. (2011). **The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators**. Harvard Business School Press, Boston, MA.

Based on a study of nearly 100 highly accomplished innovators and entrepreneurs the authors found that five core skills are critical for success. These include associating, questioning, observing, networking and experimenting.

Johnson, S. (2011). **Where Good Ideas Come From: The Natural History of Innovation**. Riverhead Trade, New York, NY .

The author recaps a five year study and describes key patterns responsible for generating new ideas. Patterns include for example the "slow hunch" or that new ideas take a long time and a lot of interaction to develop before they emerge as innovations.

Kolb, D. (1983). **Experiential Learning: Experience as the Source of Learning and Development**. Prentice Hall, Upper Saddle River, NJ.

A classic on how adults learn from experience. The author describes a four step iterative process – direct experience, observe and reflect, interpret or form abstract idea and test new ideas – as the core to how we learn from experience. Provides insights into the 4-styles and multiples skills involved in learning from experience. The 4-step process is essential for driving all manner of innovations.

Rodgers, E. (2003). **Diffusion of Innovations, Fifth Edition.** Free Press, New York, NY.

An influential book based up the review of some 1500 studies on how new ideas and technologies spread through organizations and cultures. One key finding is that the rate at which an innovation is adopted depends on its relative advantage, compatibility with the current environment, complexity, how hard it is to try out and how visible it is to members of the group.

Techniques

Carnegie, D. (1998). **How to Win Friends & Influence People.** Pocket Books, New York, NY.

A classic in the field of influence providing specific techniques and examples on how to be more likeable, change minds and lead at work and home.

De Bono, E. (2008). **Creativity Workout: 62 Exercises to Unlock Your Most Creative Ideas.** Ulysses Press, Berkeley, CA.

The author has published widely on creative thinking and is credited with inventing major techniques such as lateral thinking and the six hats. In this book he provides detailed exercises for using the random words and random numbers techniques.

Harvard Business School Press, Ed. (2008). **Power, Influence, and Persuasion: Sell Your Ideas and Make Things Happen.** HBS press, Boston, MA.

This book draws on some of the best thinking published by the Harvard Business Review on how to persuade and influence. While written for leaders the techniques such as framing, technical authority and building credibility are useful for innovators.

Michalko, M. (2006). **Thinkertoys.** Second Edition. Ten Speed Press, Berkeley, CA.

This is a handbook of over 30 proven creative thinking techniques. Techniques include for example, SCAMPER where you examine features of existing products and imagine substitutions, combinations, adaptations, alternative uses, eliminations and reversals.

Patterson, K. et.als. (2008). **Influencer: The Power to Change Anything.** McGraw-Hill, New York, NY.

This book presents a framework – the six sources of influence – for changing individual and group behavior. Grounded in behavioral science and illustrated with case studies, this resource will help innovators design and implement adoption strategies.