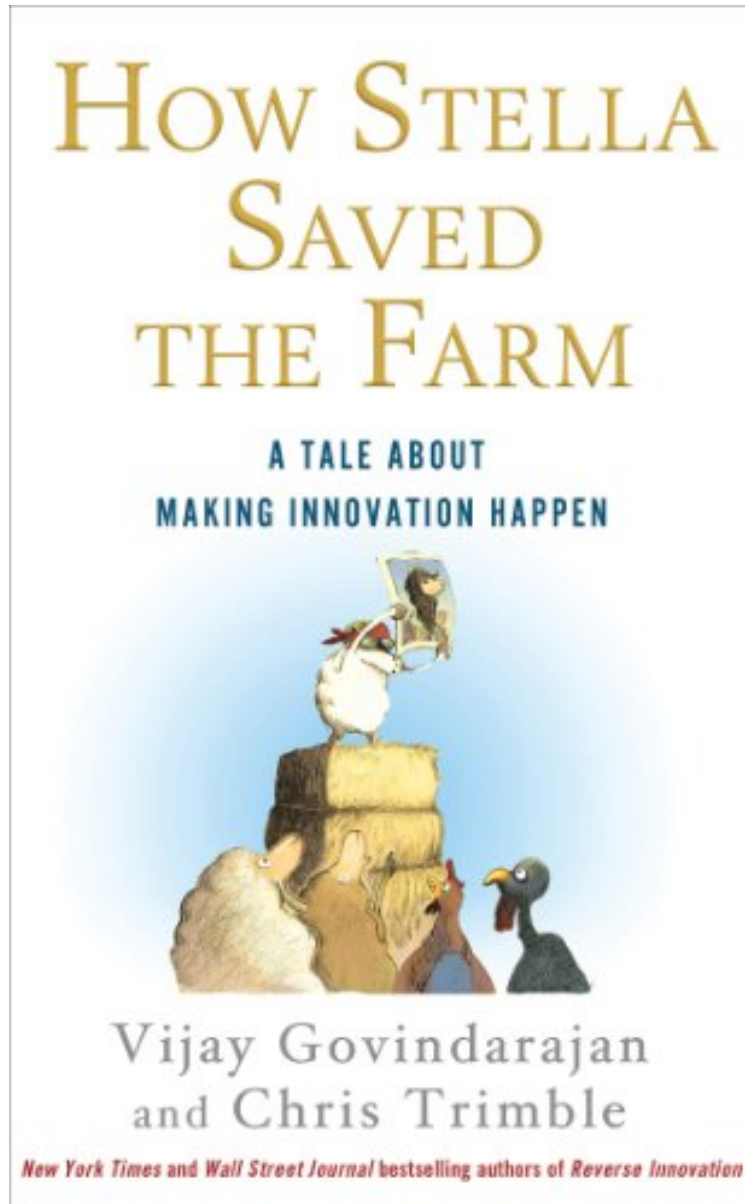


(Download pdf ebook) How Stella Saved the Farm: A Tale About Making Innovation Happen

How Stella Saved the Farm: A Tale About Making Innovation Happen

Vijay Govindarajan, Chris Trimble
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Vijay Govindarajan, Chris Trimble : How Stella Saved the Farm: A Tale About Making Innovation Happen before purchasing it in order to gage whether or not it would be worth my time, and all praised How Stella Saved the Farm: A Tale About Making Innovation Happen:

2 of 2 people found the following review helpful. Animal Farm Gets InnovativeBy Steve GladisOn the surface, this is

a story whose main characters are barn animals--Stella (a creative sheep), Marcus (the aging stallion CEO), Deidre (Marcus' daughter, a mare, and successor to run the farm), Bull (the ops guy for the main farm), Mav (the renegade innovator), and others. At its core, the story about how a farm, run by (very literate) animals, competes with "humans" and their huge new tractors. On the surface, it looks like a simple fable. However, so was George Orwell's Animal Farm! Fable and allegory have long been the craft of authors who really wanted everyday people to understand complex ideas. Vijay Govindarajan and Chris Trimble--both experts on innovation--have written a book for everyone about how innovation works successfully in companies. Read it, heed the wisdom, and watch your organization prosper.

0 of 0 people found the following review helpful. Good for innovation practitioners

By Heather Sarkissian

I bought this book because I oversee product innovation and we are working to foster a culture that is more supportive of innovation. We know we need to be more understanding of the risks, benefits, costs and emotional challenges this work entails, but we need specific tactics to get there. I viewed this book as a potential tactic, a conversation starter with our executive team. I read it, and I also asked my boss to read it, but it fell short of something I wanted to ask the entire leadership group to read. Why?

In terms of positives, I thought it was easy to read and understandable. I liked that it was based on a lot of great research. However it just seemed to speak to me too much. I cannot exactly pinpoint what it is, but something holds me back from asking others to read it. It could have been the farm animal aspect that threw me.

Bottom line, I was looking for something that spoke more in the language of our leadership which has decades of experience. This just seemed to much written for myself and younger generations that have been raised on theories of agility and innovation. So I recommend this book to innovation practitioners, and perhaps even sharing with certain executives, but to some this book may feel a little too different so to speak. It may be met with the same response some of the new product innovation ideas receive - they just feel a little too different to really get in to.

0 of 0 people found the following review helpful. Good lesson in story form.

By kevin

This audio book is kind of cool in the way they teach you a lesson in the form of a story. You are meant to pick up the points on your own from the plot instead of just being taught in classroom form. And the story is fun to listen to. I drive an hour each way to work and this helped pass the time for a few days. The general idea is to be innovative and think outside the box. I gave it 4 stars only because the points don't seem to come together in a cohesive way.

How Stella Saved the Farm is a simple parable about making innovation happen. Written by the authors of the New York Times bestselling *Reverse Innovation: Create Far From Home, Win Everywhere*, the story resonates in organizations of all types--public sector, private sector, and social sector, from mammoth corporations to small organizations employing just a few dozen people. The parable is about a farm in trouble. Bankruptcy, or the grim prospect of being acquired by a hostile competitor, threaten. The farm succeeds only if the team pulls together and innovates. The main characters in the story--Stella, Deirdre, Bull, Mav, Einstein, Rambo, Maisie, and Andrea--are all like people you know, maybe even yourself. The tale includes an unexpected leadership challenge, an ambitious call to action, a bold idea, countless internal obstacles and conflicts, fears, joys, triumphs, and even a love interest. It's a story that can be enjoyed by anyone. *How Stella Saved the Farm* delivers eight simple lessons to guide innovation initiatives to success. It prepares business leaders to avoid some of innovation's most toxic myths, teaches how to build the right kind of team, and shows how to learn quickly from experience.