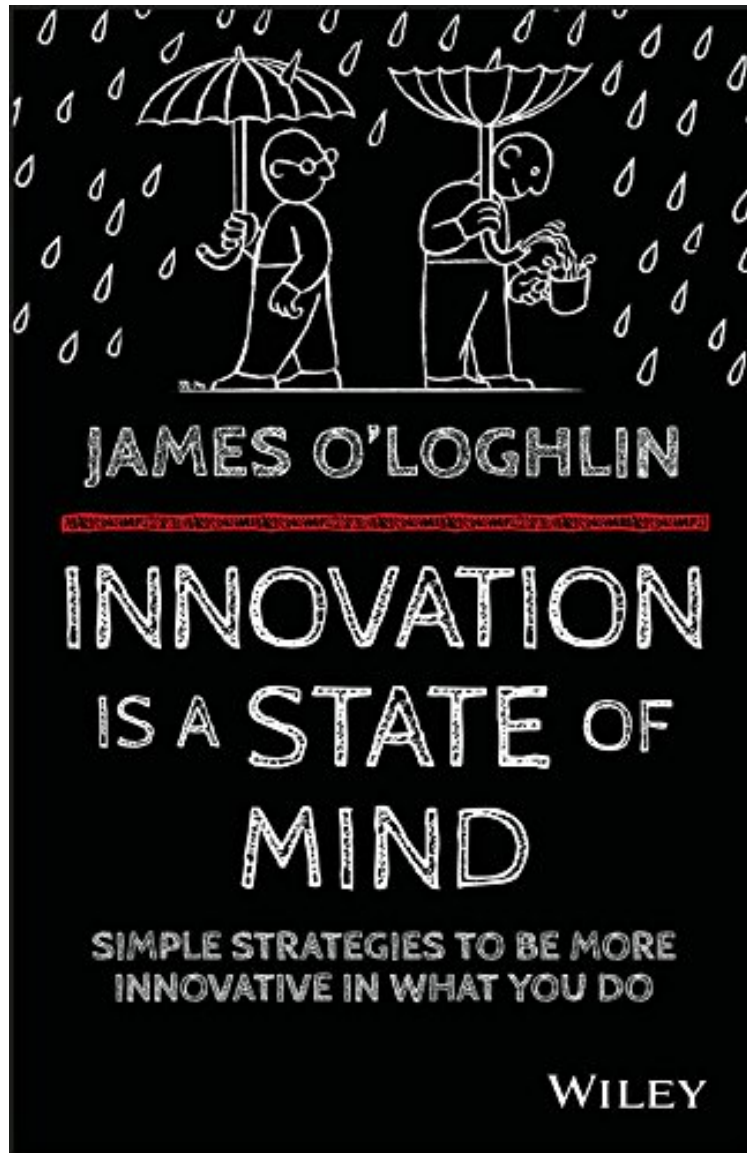


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Innovation is a State of Mind: Simple strategies to be more innovative in what you do

James O'Loghlin

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James O'Loghlin : Innovation is a State of Mind: Simple strategies to be more innovative in what you do before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation is a State of Mind: Simple strategies to be more innovative in what you do:

0 of 1 people found the following review helpful. Think about it. By Mary Cooke Innovation Is a State of Mind is a great idea. I like what I've learned in this book. Most of us question nothing, but we go through life following habitual

behavior without ever re-examining what we do. In order to make progress, we must spend time every day considering better ways to solve our problems. This book has a simple, profound concept that all of us need to apply more often to our lives. I have one problem with the book, however. Maybe it's my fault, but I grow a little tired of all the wonderful illustrations to make the points. I start wanting to say, "I get it already." It is a manual that we need to refer to periodically to make sure we aren't slipping into the bad habits presented here, but right now I need to take the advice of the author--close the book and think about how I can be more innovative.

1 of 1 people found the following review helpful. It looked like just what I needed.

By Smart4I got this book because I came up with what I felt was a very innovative idea, and want to turn it into a business. In reading the book description, it looked like just what I needed. All I can say is, WOW! It's exactly what I needed! From the very beginning, I was already making changes. Chapter 1, entitled "Think" had me doing just that. The checklists, found throughout the book, keep me thinking and working on innovation long after reading the book. Chapters 3 & 4 had me expanding my idea, and even helped me to pitch it to potential investors and advertisers. It's super easy to read and follow. Written in a way that you can read and do small chunks at a time, and before you know it, you're working a lot smarter!

0 of 0 people found the following review helpful. Great book for stimulating those creative juices.

By Frogson I'm really enjoying this book. It gets you motivated and thinking about ways you can improve on things, or thinking outside the box. It teaches you how to always be thinking creatively. As someone who is always creating something, but often find myself stumped for ideas, this book is a great way to get me thinking and processing more effectively. It gives you ideas on how to think in ways that could put you at the forefront of creating and getting new ideas out on the market before anyone else does. You know how you see something that someone thinks of and you think to yourself, "Why didn't I think of that?" Well, this book teaches you how to think of that and be one step ahead of the competition. Great book. If you are a creative person who tends to get stuck in a rut at times (don't we all?), then this book is for you.

A modern framework for practical innovation—from individual ideas to an innovative organisational culture

Everyone says that innovation is important. The problem is that no one tells you how to be innovative. Innovation is a State of Mind sets out a step-by-step guide to creating innovative ideas and putting them into action. You'll learn how to generate more ideas with greater potential, how to grow and evaluate them, test their effectiveness and then implement the ones that are going to improve your business. Author James O'Loughlin has worked with over a thousand of Australia's best inventors and innovators in the eight years he hosted ABC-TV's The New Inventors. He studied what they do differently and how they are able to identify and take advantage of opportunities that the rest of us miss. Packed with engaging stories and a good dose of humour, this insightful guide helps you to make innovation a part of what you do every day. Change your thinking and identify overlooked opportunities Step around common roadblocks to innovation Generate better ideas, and find the ones that will improve your business Create a culture where innovation is part of everyone's job Harvest innovative ideas from the entire staff and find the ones that will make a difference Innovators see things differently. They solve problems that the rest of us can't, and create solutions to problems that we never noticed we had. Getting stuck in routine and procedure is the death knell for modern business. Most companies undervalue and underuse the creative potential of their people, because they underestimate the impact of continuous innovation. Innovation is a State of Mind shows you how to think like an innovator and create a culture of innovation, so you can stay out in front of the future of business.

From the Back Cover **THINK LIKE AN INNOVATOR** Everyone knows innovation is important. The problem is that no one tells you how to do it. Innovation is a State of Mind is your step-by-step guide to creating innovative ideas and putting them into action. Learn how to step back from your day-to-day busyness, shift your perspective and become more innovative in everything you do. Author James O'Loughlin, the former host of ABC-TV's The New Inventors, has worked with over a thousand inventors and innovators and studied what they do differently and how they notice and take advantage of the opportunities that others miss. Full of engaging stories and a healthy dose of humour, this handbook will give you the tools, skills and inspiration you need to take you and your organisation forward. Learn how to: identify overlooked opportunities step around common roadblocks to innovation pitch an innovative idea create an organisation-wide plan for innovation evaluate, develop and put in place only the best ideas. Innovation is a State of Mind shows you how to think like an innovator and create a culture of innovation.

About the Author **JAMES O'LOGHLIN** has been a lawyer, a stand-up comedian, a television and radio presenter, a speaker and an author. James hosted The New Inventors on ABC-TV and has worked with over a thousand inventors and innovators.