



## The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth

*David Silverstein , Philip Samuel , Neil DeCarlo*

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If you're a business leader, a new product developer, or an inventor, *The Innovator's Toolkit* is one handy guide you shouldn't be without. It presents fundamental tools and concepts for innovation and includes methods and strategies for improving products and service or creating new ones. You'll master a four-step innovation methodology that takes you through problem identification, into ideal generation, to idea selection, and finally implementation. This one-of-a-kind guide presents an effective plan for achieving constant innovation for business success.

## The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth Details

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## From Reader Review The Innovator's Toolkit: 50+ Techniques for Predictable and Sustainable Organic Growth for online ebook

### Joe Frankie says

A great tool kit that is well-articulated with succinct explanations of the tools. It provides good examples to explain their use and good suggestions about when to seek expertise to fully develop the tools. It provides access to downloadable forms as well. David Silverstein and Dr. Phil Samuels made this easy to digest as well. I highly commend them and recommend this others looking at a primer overview of innovators tools to support and sustain growth.

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### Bill says

The book was nominally designed for businesses and for sustainable growth. While that's a good idea by itself, some of the techniques are just great to apply on a personal level. For instance, Silverstein presents the D4 Road Map, with the 4 parts of: Define, Discover, Develop, and Demonstrate. I find myself at least thinking of this set of steps when I'm working on some of my personal issues - OK some of them are work related! EEach of these 4 parts breaks down into a whole group of steps for greater detail. Yes, it's fascinating.

Another technique that they borrowed from Michalko in his book THINKERTOYS, was the concept of SCAMPER, Ways of looking at a problem in a new way. SCAMPER is an acronym for Substitute, Combine, Adapt, Modify, Put to other uses, Eliminate, and Reverse. Each of these bear some additional thought, but this list comes up more often when I'm looking for some creative ways to work through a challenging issue.

There are lots more - fun to go through, and really useful if you're looking for a new way to think about something.

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### Larashi says

great techniques and very useful

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### Bill says

Having read quite a few books on innovation (since that's what I do for a living) I thought this was pretty basic. Not bad, just not very enlightening.

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### Rick Austin says

If you are looking for a source of techniques for exploring innovation then this is certainly a good choice.

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## Tim says

This was a real "how-To" book briefly outlining over 50 techniques to promote innovation at any of the 4 steps of the D4 model: Define, Discover, Develop,= & Demonstrate. Not at lot of detail but a great overview, with references for those who want more. I was impressed by the breadth of the topics from services to manufacturing to retail, and as a marketing person loved the simple variations on brainstorming. I liked the introduction which reviewed the D4 approach and focused on how we are all better at radical innovation or incremental improvements - and that that is OK. Great business book, with real ideas, and simple ways to get started.

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