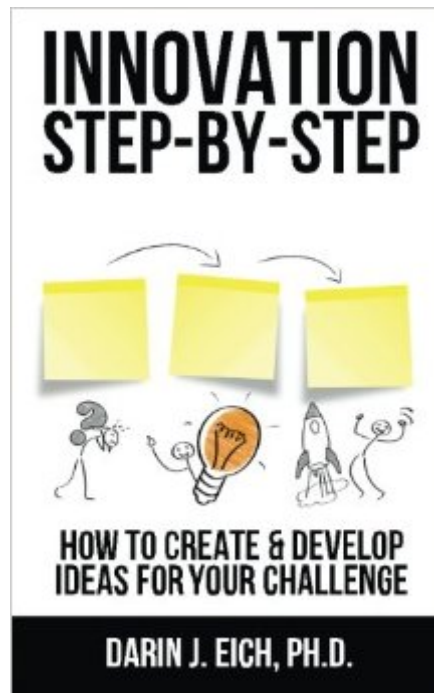


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# Innovation Step-by-Step: How To Create And Develop Ideas For Your Challenge



## Synopsis

Innovate | Brainstorm | Be Creative | Solve Problems | Invent Products | Think Strategically | Develop Projects | Launch Ideas Through practical tools, tips, and techniques, this quick and easy to read "how-to" book will help you to develop your innovative, strategic, and creative leadership skills. Be guided step-by-step through the innovation system. See real practical examples at each stage and use our ideas. Follow along, and work on your own innovation project. Develop new products, services, solutions, strategies, marketing, communication, entrepreneurial endeavors, or organizational projects. What people say about Darin Eich's innovation training program & this book: "I was coming up with almost 150 ideas. I was amazed at this new found skill that previously seemed unattainable." — James Tamplin, CEO of Firebase "Don't let your skills stagnate! This book is like a self-study workshop that will enable you to learn systems to solve problems creatively and figure out how to lead in any life situation." — Anand Chhatpar, Named a "Top 5 Young Entrepreneur" by BusinessWeek "Darin outlines an easy-to-follow process that will help you develop your ability to think innovatively and create tangible results." — Jen Kapela, Ed.D. Innovation Step-By-Step presents a simple system with big results. Through seven easy steps (and accompanying activities), you will learn how to pick an effective course of action, communicate your ideas, and tackle the biggest challenges that face you. Innovation Step-By-Step is based on proven research and practical experience, guided by Darin J. Eich, Ph.D. This book was built after designing, launching, and facilitating hundreds of innovation programs, projects, and workshops. Darin has dedicated over a decade to help individuals, groups, and organizations with a variety of challenges.

## Book Information

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## Customer Reviews

This very clear guide shows you exactly how to innovate in a step-by-step process. Instead of waiting around for ideas to just come to you, you can follow this process to consciously and systematically create a large quantity of ideas, analyze and synthesize, and choose the best ideas to move forward with. The book is full of stories, metaphors, and examples to guide you through the process from start to finish. Reading the book inspired me and showed me how to take innovation from an abstract term to a real and practical process in my life and business. I highly recommend this book for anyone wanting to take it to the next level in their business, professional, or personal life!

With only 113 pages of content, large font, small paper, and gratuitous use of clip art, this book is a quick read. This is the only positive statement I can make about this book. "Innovation Step-by-Step" is nothing more than a 10 minute Prezi or PowerPoint presentation with a good title and a good cover design. The book lacks depth, and does not provide any support of why this process works - or even if it works at all. Throughout the book, I found it surprising that a Ph.D. cites very few sources. Even more surprising is the lack of depth. For example, the book tells you to "generate ideas," but the advice is to brainstorm with a group of people then list your ideas in a Google document or Word document. Then the book tells you to rate those ideas on a scale of one to five based on 6 ambiguous criteria, including "passion" and whether the innovation is "affordable." Next, he describes how he sends emails to collaborate, calling this section "sustaining innovation." In short, this book did not meet any expectations that I would have about a book about innovation. It was not innovative and it failed to inspire me to do anything - except to question the motivations of the five-star reviewers.

There isn't anything wrong with the content. It was just really thin. I was expecting deep and compelling dive into innovation methodology and practice. I probably should've read the description of the product a little more carefully.

This book rocks from the standpoint that it is so easy to understand and use and can produce results. It's not bogged down in academia and is applicable to real life and business idea making. The seven step process is easy to follow and Darin Eich provides the right type of metaphors and examples that bring the process to life. I would highly recommend this book to anyone who wants to be entrepreneurial or wants to bring innovation strategy into their business or life. It will definitely get

you headed in the right direction.

There are 7 steps presented for formulating ideas and moving forward to implementing them. The author uses his personal experiences as examples which may or may not align with your own situation. I modified them to be used within our department for our own unique needs. I did find the book helpful for streamlining the process and getting our group thinking about ways to increase efficiency. I think it's a good read.

I loved the concise and helpful steps that Darin lays out for walking through the process of innovation. The great examples that Darin uses in the book really helped me grasp the ideas and actually try out the process. This is a must read for anyone who is stuck with a challenge or always trying to become more innovative. I'm looking forward to more books by Darin about Innovation!

This book is a great guide for anyone trying to figure out how to materialize their ideas into a successful product. Eich lays out this system for success in seven easy-to-follow steps. It's clear, it's concise, and it's very insightful. What I found most helpful were the exercises; if I wasn't able to grasp a course of action, I could work through this problem during the exercises. It truly was a learning process from beginning to end. This is a great reference that readers will continue to help you with all your entrepreneurial aspirations. Great effort by Darin Eich.

Darin's principles have helped our new type of collaborative-incubator grow from 10 to 150 members in just 12 months! His concepts have been integrated into events, internal strategy meetings, large collaborative projects and too many other activities to count. A MUST READ for anyone who sees the world as a field of fun problems to solve :)

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