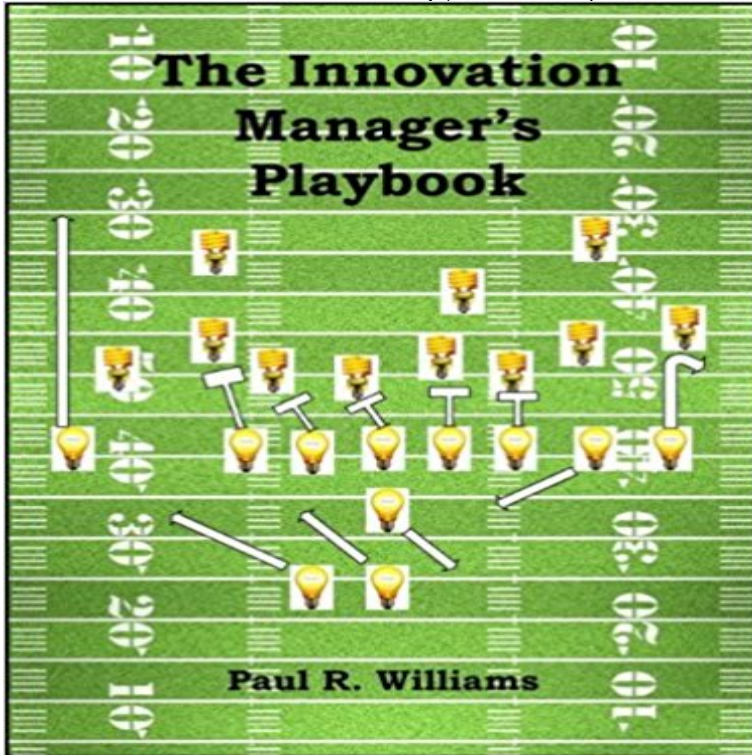


The Innovation Managers Playbook



Sports teams have playbooks to organize and orient team members to the strategies and techniques that have been proven to be effective, more often than not, in winning the game. A business or organization is not that much different from a sports team. They have strategies, techniques and tools that help to generate sales, profit and competitive separation. In most business schools, that is the definition of “winning.” The strategic and growth-focused concept of innovation management is also highly effective when using the playbook approach. There are numerous processes, tools, techniques, exercises, models and strategies that have been proven to be effective, more often than not, in winning the game. This book seeks to engage the reader in actual innovation management processes, tools and templates for a hands on learning experience.

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