



The Innovation Tools Handbook, Volume 1: Organizational and Operational Tools, Methods, and Techniques that Every Innovator Must Know

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In today's fast-moving, high-technology environment, the focus on quality has given way to a focus on innovation. From presidents of the United States to presidents of Fortune 500 companies, it is clear that everyone thinks innovation is extremely important. The challenge is that few people stop to define **why** innovation is important?to understand **what's** driving the need for more innovation. We all agree that more frequent innovation is important, even necessary. What remains unanswered is **why** we allow innovation consultants, elected officials, and business leaders to tell us innovation is important, but not demonstrate the underlying reasons why.

The three volumes of **The Innovation Tools Handbook** cover 76 top-rated tools and methods, from the hundreds available, that every innovator must master to be successful. **Volume I** covers 24 creative tools/methodologies most frequently used to change an organization's structure and operations. It provides a clear understanding of how all 24 tools are used and the type or results they can generate, so you can learn to select the right combination of tools that best meet your organization's needs.

This book is the result of a research study that defined the most efficient, effective, and frequently used tools in the innovative process. For each tool described, it provides a definition, identifies the user of the tool or methodology, explains what phases of the innovation process the tool is used, describes how the tool is used, supplies examples of the outputs from the tool, identifies software that can help you maximize the effectiveness of the tool, and includes references and suggestions for further reading.

Tools and methodologies covered include: Agile innovation, benchmarking, business case development, business plans, comparative analysis, competitive analysis, contingency planning, costs analysis, financial reporting, focus groups, identifying and engaging stakeholders, innovation master plan, knowledge management systems, market research and surveys, organizational change management, potential investor presentation, project management, S-curve model, safeguarding intellectual properties, systems thinking, value propositioning, and visioning.

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William Phillips:

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