

# WEIRD IDEAS THAT WORK



11 1/2 Practices for Promoting,  
Managing, and Sustaining Innovation

ROBERT I. SUTTON

Co-Author of *The Knowing-Doing Gap*

# Weird Ideas That Work 11 12 Practices For Promoting Managing And Sustaining Innovation

**Don Hellriegel,John W. Slocum**

## Weird Ideas That Work 11 12 Practices For Promoting Managing And Sustaining Innovation:

*Weird Ideas That Work* Robert I. Sutton, 2002 Sutton is a sought after consultant speaker and Stanford professor This book brings together 11 of his proven counter intuitive ideas that work from hiring people that make employers squirm to encouraging projects likely to fail    **The Myths of Creativity** David Burkus, 2013-10-07 How to get past the most common myths about creativity to design truly innovative strategies We tend to think of creativity in terms reminiscent of the ancient muses divinely inspired unpredictable and bestowed upon a lucky few But when our jobs challenge us to be creative on demand we must develop novel useful ideas that will keep our organizations competitive The Myths of Creativity demystifies the processes that drive innovation Based on the latest research into how creative individuals and firms succeed David Burkus highlights the mistaken ideas that hold us back and shows us how anyone can embrace a practical approach grounded in reality to finding the best new ideas projects processes and programs Answers questions such as What causes us to be creative in one moment and void in the next What makes someone more or less creative than his or her peers Where do our flashes of creative insight come from and how can we generate more of them Debunks 10 common myths including the Eureka Myth the Lone Creator Myth the Incentive Myth and The Brainstorming Myth Written by David Burkus founder of popular leadership blog LDRLB For anyone who struggles with creativity or who makes excuses for delaying the work of innovation The Myths of Creativity will help you overcome your obstacles to finding new ideas

**Rules to Break and Laws to Follow** Don Peppers, Martha Rogers, 2012-03-01 Praise for Rules to Break Laws to Follow How Your Business Can Beat the Crisis of Short Termism A fascinating highly readable synthesis of business principles technology sociology and common sense Rules to Break and Laws to Follow persuasively shows the connection between customer trust and business profits and then explains how to make it happen As a bonus you ll learn how to make your company more innovative how to ensure your employees actually enjoy what they re doing and how to deal with the kinds of service and quality breakdowns that occasionally plague any company even a well managed one This book should be on your required reading list Stephen M R Covey bestselling author of The Speed of Trust The One Thing That Changes Everything Over the years Peppers and Rogers have given me valuable advice about navigating the changing business landscape This book is a must read for managers who want to empower their employees and customers to make change their ally Jim McCann founder and CEO of 1 800 FLOWERS COM Highly readable and entertaining Make sure everybody in your firm reads this book by last Friday Dror Pockard CEO of eglue In a time when most companies are built to flip Peppers and Rogers have planted a stake in the ground to help you survive past the next round of financing or consumer fad Knowing what rules to break is arguably even more important than what laws to follow and this book imparts knowledge for both Guy Kawasaki cofounder of Truemors and author of The Art of the Start Peppers and Rogers have created the unthinkable an enjoyable wake up call Their book serves up one compelling and provocative idea after another and the authors enjoy debunking some of our most deeply ingrained business beliefs Read

this book and your customers will thank you Dan Heath coauthor of Made to Stick Why Some Ideas Survive and Others Die **Weird Ideas that Work** ,2010 **Organization Design** John Joseph,Oliver Baumann,Richard M. Burton,Kannan Srikanth,2018-12-10 Advances in Strategic Management is dedicated to communicating innovative new research that advances theory and practice in Strategic Management This volume focuses on organization design and collaborative ways of working **Advances in Sustainable Manufacturing** Günther Seliger,Marwan M.K. Khraisheh,I.S. Jawahir,2011-05-27 Non renewable materials can no longer be disposed once humankind s ever increasing needs cannot be fulfilled anymore due to limited resources Reuse and recycling become inevitable requirements for product and process design Renewable resources must not be consumed in quantities higher than can be regained New technologies have to be developed and applied for a Sustainable Product Development and Life Cycle Engineering to fulfill the needs of humankind protecting public health welfare and environment The 8th Global Conference on Sustainable Manufacturing brings together some of the world s leading experts to present a scientific conference in Abu Dhabi one of the world s fastest growing economies and a global leader in the development of sustainable technologies The conference will focus on 7 areas Value adding by sustainable manufacturing in the UAE Potentials of renewables Education for sustainability engineering Green supply chain and transportation Microelectronics and resource efficiency Technology driven startups Sustainable products and manufacturing processes **Human Resource Planning** ,2006 **Selected New Books** New Jersey State Library,1985 **Forthcoming Books** Rose Arny,2001-08 **Iron & Steelmaker** ,2003 **Small Business Sourcebook** ,2005 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms **Organizational Behavior** Don Hellriegel,John W. Slocum,2004 This text now in its tenth edition presents classic and emerging organizational behaviour trends and research making the subject accessible and meaningful for students The CD ROM accompanying this book includes a self assessment test and there is also a supporting website **Weird Ideas That Work** Robert I. Sutton,2007-05-15 A breakthrough in management thinking weird ideas can help every organization achieve a balance between sustaining performance and fostering new ideas To succeed you need to be both conventional and counterintuitive Creativity new ideas innovation in any age they are keys to success Yet as Stanford professor Robert Sutton explains the standard rules of business behavior and management are precisely the opposite of what it takes to build an innovative company We are told to hire people who will fit in to train them extensively and to work to instill a corporate culture in every employee In fact in order to foster creativity we should hire misfits goad them to fight and pay them to defy convention and undermine the prevailing culture Weird Ideas That Work codifies these and other proven counterintuitive ideas to help you turn your workplace from staid and safe to wild and woolly and creative In Weird Ideas That Work Sutton draws on extensive research in behavioral psychology to explain how innovation can be fostered in hiring managing and motivating people

building teams making decisions and interacting with outsiders Business practices like hire people who make you uncomfortable and reward success and failure but punish inaction strike many managers as strange or even downright wrong Yet *Weird Ideas That Work* shows how some of the best teams and companies use these and other counterintuitive practices to crank out new ideas and it demonstrates that every company can reap sales and profits from such creativity *Weird Ideas That Work* is filled with examples drawn from hi and low tech industries manufacturing and services information and products More than just a set of bizarre suggestions it represents a breakthrough in management thinking Sutton shows that the practices we need to sustain performance are in constant tension with those that foster new ideas The trick is to choose the right balance between conventional and weird and now thanks to Robert Sutton s work we have the tools we need to do so *Weird Ideas that Work* Robert I. Sutton,2002 No one is against creativity Everyone agrees that creativity is a very good thing in people and in companies The creative industries are where the action is so creativity must be a good thing However it s not altogether clear what creativity is and it certainly isn t easy to work out how to encourage it to manage it and above all how to profit from it *Weird Ideas That Work* Bob Sutton,Robert I Sutton,2002-02 There is a concern even obsession with creativity in the workplace This book begins by demystifying creativity at work and goes on to show how companies have managed and mismanaged the creative potential of their staff **The Power of Little Ideas** David Robertson,2017-04-11 The logical and enduring way to innovate Conventional wisdom today says that to survive companies must move beyond incremental sustaining innovation and invest in some form of radical innovation Disrupt yourself or be disrupted is the relentless message company leaders hear *The Power of Little Ideas* argues there s a third way that is neither sustaining nor disruptive This low risk high reward strategy is an approach to innovation that all company leaders should understand so that they recognize it when their competitors practice it and apply it when it will give them a competitive advantage This distinctive approach has three key elements It consists of creating a family of complementary innovations around a product or service all of which work together to make that product more appealing and competitive The complementary innovations work together as a system to carry out a single strategy or purpose Crucially unlike disruptive or radical innovation innovating around a key product does not change the central product in any fundamental way In this powerful practical book Wharton professor David Robertson illustrates how many well known companies including CarMax GoPro LEGO Gatorade Disney USAA Novo Nordisk and many others used this approach to stave off competitive threats and achieve great success He outlines the organizational practices that unintentionally torpedo this approach to innovation in many companies and shows how organizations can overcome those challenges Aimed at leaders seeking strategies for sustained innovation and at the quickly growing numbers of managers involved with creating new products *The Power of Little Ideas* provides a logical organic and enduring third way to innovate *Making the Invisible Visible* Robert B. Rosenfeld,2006 Organizations need innovation like plants need water without it they will die Great innovations are always

the result of blending the right technology the right business model and the right people But in the end it always comes back to the people and the organization Innovation depends on the human beings who make it happen I have found that to foster and sustain the creative spirit an organization must understand and act in accordance with the human principles that underlie the innovation process Understanding these principles requires an honest focus on people and their relationship with business and organizational concerns Because only human beings create ideas only human beings can sow the seeds of innovation In this book it is my hope to show how focusing on people their unique qualities their values and their diverse organizational roles is the most essential step in creating a vibrant flourishing innovating organization Making the Invisible Visible sets forth principles that are necessary to create an innovative culture and help innovation leaders find fund and nurture the right people It is for managers innovation leaders or anyone inspired by a love of actualized ideas **Big Ideas**,2003 Do you need some big ideas Does your company need a creative boost There is no room for complacency in today s fast moving business world innovation and creativity are the lifeblood of any organization Yet few ever realize their full creative potential They focus on day to day practicalities instead of developing innovative strategies for the future **Bigideas** Jonne Ceserani,2011

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