



Innovation is a State of Mind: Simple strategies to be more innovative in what you do

By James O'Loghlin

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A modern framework for practical innovation—from individual ideas to an innovative organisational culture

Everyone says that innovation is important. The problem is that no one tells you *how* to be innovative. *Innovation is a State of Mind* sets out a step-by-step guide to creating innovative ideas and putting them into action. You'll learn how to generate more ideas with greater potential, how to grow and evaluate them, test their effectiveness and then implement the ones that are going to improve your business.

Author James O'Loghlin has worked with over a thousand of Australia's best inventors and innovators in the eight years he hosted ABC-TV's *The New Inventors*. He studied what they do differently and how they are able to identify and take advantage of opportunities that the rest of us miss. Packed with engaging stories and a good dose of humour, this insightful guide helps you to make innovation a part of what you do every day.

- Change your thinking and identify overlooked opportunities
- Step around common roadblocks to innovation
- Generate better ideas, and find the ones that will improve your business
- Create a culture where innovation is part of *everyone's* job
- Harvest innovative ideas from the entire staff and find the ones that will make a difference

Innovators see things differently. They solve problems that the rest of us can't, and create solutions to problems that we never noticed we had. Getting stuck in routine and procedure is the death knell for modern business. Most companies undervalue and underuse the creative potential of their people, because they underestimate the impact of continuous innovation. *Innovation is a State of Mind* shows you how to think like an innovator and create a culture of innovation, so you can stay out in front of the future of business.

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Innovation is a State of Mind: Simple strategies to be more innovative in what you do By James O'Loughlin Bibliography

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Editorial Review

From the Back Cover

THINK LIKE AN INNOVATOR

Everyone knows innovation is important. The problem is that no one tells you how to do it. *Innovation is a State of Mind* is your step-by-step guide to creating innovative ideas and putting them into action. Learn how to step back from your day-to-day busyness, shift your perspective and become more innovative in everything you do.

Author James O'Loghlin, the former host of ABC-TV's *The New Inventors*, has worked with over a thousand inventors and innovators and studied what they do differently and how they notice and take advantage of the opportunities that others miss. Full of engaging stories and a healthy dose of humour, this handbook will give you the tools, skills and inspiration you need to take you and your organisation forward.

Learn how to:

- identify overlooked opportunities
- step around common roadblocks to innovation
- pitch an innovative idea
- create an organisation-wide plan for innovation
- evaluate, develop and put in place only the best ideas.

Innovation is a State of Mind shows you how to think like an innovator and create a culture of innovation.

About the Author

JAMES O'LOGHLIN has been a lawyer, a stand-up comedian, a television and radio presenter, a speaker and an author. James hosted *The New Inventors* on ABC-TV and has worked with over a thousand inventors and innovators.

Users Review

From reader reviews:

Michelle Bachman:

Spent a free time to be fun activity to perform! A lot of people spent their sparetime with their family, or their very own friends. Usually they undertaking activity like watching television, about to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Can be reading a book can be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the reserve untitled *Innovation is a State of Mind: Simple strategies to be more innovative in what you do* can be great book to read. May be it might be best activity to you.

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Joey Mendoza:

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