

FINDING INNOVATORS:

How to Find the Right People to Solve the Right Business Problems and Build a Culture of Creativity and Innovation

Innovation distinguishes between a leader and a follower.

– Steve Jobs, Apple co-founder and entrepreneur.

How do you find the right people to help solve problems that produce innovative solutions? Innovation is all about solving problems and I strongly believe every person is capable of solving problems and being creative, but differs in how he approaches problem-solving.

This book introduces you to a new approach that is being used world-wide to help organizations become more innovative, more creative, and more effective at identifying innovative problem-solvers.

This approach uses Cognitive (or Thinking) Style to understand people's strategies for problem-solving — a novel approach to understanding creative problem-solving and building *innovation competence*.

This book offers a fresh, inspirational approach to innovation and problem-solving leadership. It will help your organization gain valuable knowledge about how people think and solve problems, how to build an innovation competence and how to create a culture of creativity.

SAMPLE WORK-

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If you're not failing every now and then, it's a sign you're not doing anything very innovative.

– Woody Allen, actor / writer and producer

The objectives of this book include:

- How to identify, find, and select people who are innovators.
- How to understand their strategies for solving problems.
- How to better understand an innovator's style of thinking.
- Become familiar with characteristics of Adaption-Innovation.
- Learn how thinking style limits or enables creativity, collaborative problem-solving, and innovation in teams.
- Learn how to deal with diversity of style in problem-solving teams.
- Learn how organizations and people use diversity of thinking styles to become more creative and effective problem-solvers.
- Gain insight into people's preferred style of thinking and how to leverage that to generate more creative teams and diversity of thought.
- Learn how to create a culture of innovation by changing systems, structures, and processes that facilitate idea generation and enhance innovation efforts.
- Learn how to recruit, assess, and select more effective problem-solving teams and create a data base of innovators.
- Learn to cut through the mystery of "innovation" and expose the more creative, yet practical approaches that have been proven to work.
- Learn how other organizations introduce major changes in innovation strategy.