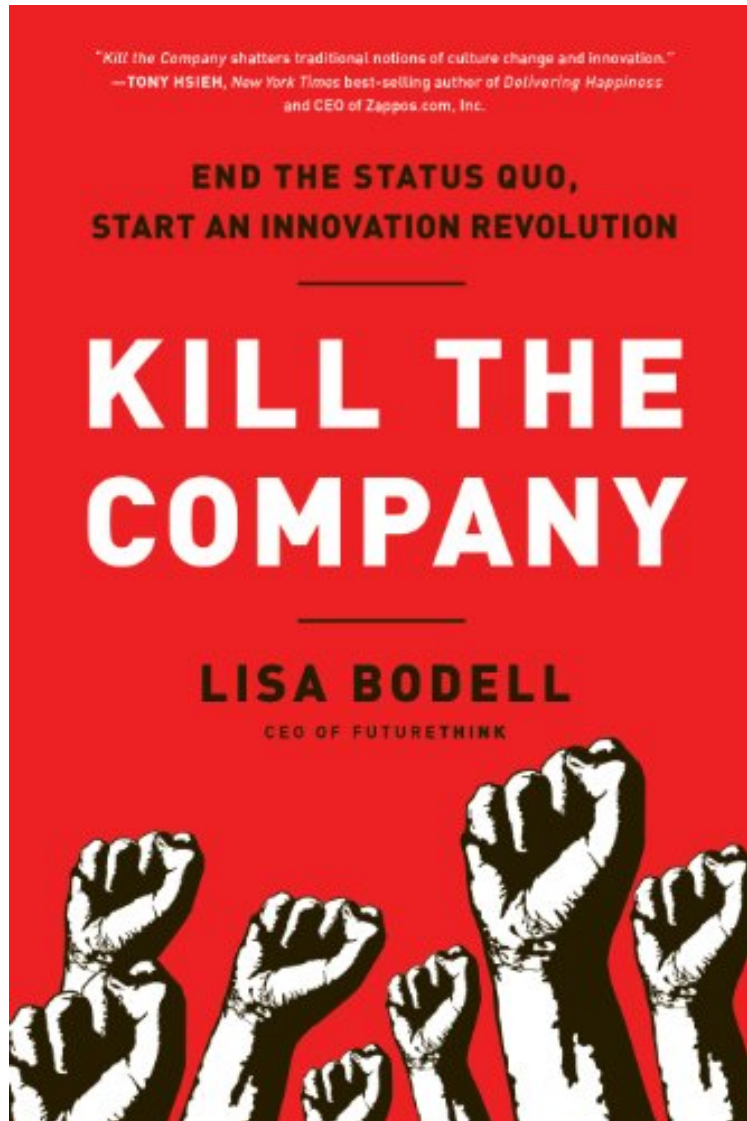


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Kill the Company: End the Status Quo, Start an Innovation Revolution

Lisa Bodell

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Lisa Bodell : Kill the Company: End the Status Quo, Start an Innovation Revolution before purchasing it in order to gauge whether or not it would be worth my time, and all praised Kill the Company: End the Status Quo, Start an Innovation Revolution:

1 of 1 people found the following review helpful. OK, but not my cup of tea By Customer I bought the unabridged audio version. I made it approximately a third through the book. Her fundamental recommendation and approach makes a lot of sense, but she repeats the same theme over and over and over. It is not a bad book, but I would rather

save my time for something that I find more personally engaging. 1 of 1 people found the following review helpful. BlahBy CustomerMeh, another author making coin off common sense. 0 of 0 people found the following review helpful. Great insight, great exercisesBy RichardWhen I first saw the title of this book, "Kill the Company" I was skeptical. Can you really kill the company? I loved the idea of course because so many good companies lose their way and need this type of killer injection. The book is packed with fantastic exercises that help you kill and rebuild the company one step at a time, with things that make sense for you and your culture. My favorite is "Kill a stupid rule." Like all the exercises in this book, it takes a very customer-centric approach and gets people on the front lines involved. This book and its guidance is not for the weak of heart; you have to be serious about creating some real change and transformation. If you're up for that, read this book.

In the ever-changing world of business, we've arrived at a point where process has trumped culture, where the race toward efficiency has made us complacent and unable to reach our potential. Stuck in the land of status quo, we've forgotten how to think. And the very structures put in place to help businesses grow are now holding them back. It's time to Kill the Company. This book is a call to arms: to start a revolution in how we think and work. But instead of more one-size-fits-all change initiatives forced upon employees, we need to embrace smaller, positive behavioral changes that create ripple effects throughout the organization. Thinking can no longer be exclusive to the creative team or lead strategists. Rather, a culture of curiosity must be fostered among the ranks to shake up our standard practices, from unproductive meetings to go-nowhere strategic planning. This revolution can and will awaken our ability to think, and ultimately, to innovate and grow. In Kill the Company, innovation specialist Lisa Bodell urges companies to shift the mindset from business as usual to the company of the future, to move from what she calls "Zombies, Inc." to "Think, Inc." This involves both risk and trust: to allow all employees the opportunity and environment to be curious and inquisitive—even challenging and provocative when the situation calls for it. Too often, this type of behavior is seen as threatening, says Bodell, who has actually been told by CEOs that they discourage employees from thinking. In step with the call to Kill the Company, is a plea to kill fear, complacency, and the all-too-familiar answer from our leaders: "I can't be bothered with your (perhaps brilliant) idea." In the end, readers of Kill the Company will have a full sense of how much riskier it is to stay here in the status quo than to break out and think.