

IGNITE: Setting your Organization's Culture on Fire with Innovation

Randal C. Moss, David J. Neff



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IGNITE: Setting your Organization's Culture on Fire with Innovation Randal C. Moss, David J. Neff IGNITE is for you, the professional who has wished that there was a better way to turn a bright idea into a blazing new innovation. The examples are repeatable, the writing approachable, and the results are real across every sector, from small nonprofits to Fortune 1000 companies. Regardless of your organization's size or the position you hold within it, IGNITE provides practical advice and concrete guidance on how to stop talking about an innovation strategy and make it a reality. With a focus on action, accountability, and results, this book presents a scalable process any organization can implement in order to find, evaluate, develop, and launch its next major innovation. Whether you desire to deliver new product lines or launch new services, this field guide provides guidance on how to set up an innovation center, fund it, manage it, and involve the right people to maximize the investment. The book brings in case studies and examples from industry-leading organizations so that readers can model success stories and learn from others mistakes. Never again will you be in a position where you only have a brilliant idea. With the IGNITE Framework in place, every idea has real potential.

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