



The Innovative Mindset: 5 Behaviors for Accelerating Breakthroughs

John Sweeney, Elena Imaretska

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Redefine what it means to be innovative

The Innovative Mindset calls the accepted definition of innovation into question, urging you to consider how innovation might function as a behavior that you perpetuate, rather than an inflexible theory or corporate-defined initiative. By asking yourself what it takes to be innovative—and by being honest with yourself about the answer—you can incorporate innovation into your life much in the same way that you would a behavior to help you lose weight, increase your strength, learn to play the piano, or improve your relationships. This groundbreaking text helps you identify what you need to do in order to become more innovative and less fearful, and assists in creating a regimen that transforms how you act.

Innovation has become one of the most popular buzz words of the Digital Age, and there is no better time to reevaluate the true meaning of a concept than when it is being touted by individuals and companies around the world. A fresh, practical understanding of innovation can revolutionize the way you think about work.

- Master innovation by reexamining what it means and how you can implement it as a behavior
- Explore the transformative power of the Mindset of Discovery in poignant, up-to-date case studies and improvisation-based tenets
- Spark innovation, maximize productivity, and increase profitability as a result of implementing the Big Five behaviors
- Boost performance as you foster and leverage your new approach towards innovation

The Innovative Mindset reevaluates the nature of innovation and shows how a change in perspective can lead to more dynamic, more successful endeavors.

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