

(Download) Ideas Are Free: How the Idea Revolution Is Liberating People and Transforming Organizations

# Ideas Are Free: How the Idea Revolution Is Liberating People and Transforming Organizations

*Alan G Robinson, Dean M. Schroeder*  
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**Alan G Robinson, Dean M. Schroeder : Ideas Are Free: How the Idea Revolution Is Liberating People and Transforming Organizations** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ideas Are Free: How the Idea Revolution Is Liberating People and Transforming Organizations:

2 of 2 people found the following review helpful. Go and get those ideas!By Improvement FanaticWhile this book is a few years old the advice it gives is priceless. It amazes me that more companies do not make use of a suggestion program. Following the recommendations the authors put forward it would be relatively easy and cost effective to

introduce such a program. The book is clearly written by individuals who are well versed in the subject with a great deal of experience. The book includes examples of successful suggestions programs implemented at various companies, the ways in which management encourages and rewards ideas, and many actual improvement suggestions ranging from the obvious easy to the ingenious complex. One I found to be particularly interesting was from a large nursery that had issues when it rained with the manure in the soil becoming an irritant for the workers. One such worker suggested putting a tarp over the piles of soil when it rained. This was considered a "moral boosting" suggestion, but as it turned out the wet soil was actually causing them to have almost 60% lower plant yields due to the inconsistent way the soil dried. After implementing the tarp suggestion the company saved a lot of time and money. The book also includes recommended tactics to counteract some of the cultural barriers that are often encountered when trying to begin such a program. I found the "Gorilla Tactics - actions you can take today without the boss's permission" at the end of each chapter quite intriguing. I only have one criticism of this book; it's a bit wordy. I of 1 people found the following review helpful. Totally Changed My Way of Thinking By D. Corwin This book was recommended to me by several people at a recent ESOP conference. Feeling that employee input was one of the best ways to build an ownership culture, I purchased the book. I was only 3/4 of the way through it when I found that we had another employee working on an ideas program, planning to give 10% of savings as employee bonuses. I quickly passed the book on to him. As it did with me, it totally changed his way of thinking; he scrapped his initial plan and will be proposing a completely different program that rewards all employees who submit ideas, without the reward being based on the savings. In "Ideas are Free," the authors synopsise idea programs at several high-performing companies worldwide. They also point out the pitfalls of trying to develop and manage rewards based on savings, instead recommending making idea generation and implementation a part of everyone's job. Finally, they help walk you through how to implement a program at your workplace (although I haven't been able to read that part yet, because my co-worker still has my book! -- He has ordered his own, so I hope to have it back soon.). I highly recommend this book. It is non-technical and easy to read. 8 of 8 people found the following review helpful. Better Insights on Old idea By Lim Liat The theme of employee suggestions is not new. But this book provides answers and strong motivation to try out again. The things that I learned from reading the book are: 1) Why rewards based on value of saving does not work. 2) A series of small ideas adds up to one Big one. 3) Even big ideas needs small ideas to get them working right. 4) Small ideas are not easily copied. 5) A properly implemented idea system improve management - employee relations 6) Successfully implemented ideas system is the key to competitive advantage and sustainable long term performance. Please read the book for the details. Highly recommended.

The fact is, because they're the ones actually doing the day-to-day work front-line employees see a great many problems and opportunities that their managers don't. But most organizations do very poorly at tapping into this extraordinary potential source of revenue-enhancing, savings-generating ideas. Ideas Are Free sets out a roadmap for totally integrating ideas and idea management into the way companies are structured and operate. Alan Robinson and Dean Schroeder draw on their ten years experience with more than three hundred organizations in fifteen countries to show precisely how to design a system to take advantage of this virtually free, perpetually renewing font of innovation. Robinson and Schroeder deal with two fundamental principles of managing ideas that are highly counterintuitive - the importance of going after small ideas rather than big ones, and the problems with the most common reward schemes and how to avoid them. They describe how to make ideas part of everyone's job, and how to set up and run an effective process for handling ideas-how to take a good idea system and make it great. And they show how good idea systems have a profound impact on an organization's culture. At the end of each chapter they provide "Guerrilla Tactics for the Idea Revolutionary", actions to promote ideas that any manager can take on his or her own authority, and that require little or no resources.

From Publishers Weekly Firms that take ideas seriously take their employees' seriously; thinking seriously, and employees who think are employees who are alive. Thus argue Robinson and Schroeder, management academics and corporate creativity consultants. Ideas are the life force of corporations, they say, and managers who recognize this can increase profits and avoid budget cuts and layoffs. Kill employee ideas and what you have is a carcass of a company, a firm mired in bureaucracy and rote processes with a staff of dulled zombies. But ideas are just the tip of the iceberg. The key to a successful company, argue Robinson and Schroeder, is encouraging a corporate culture that swiftly recognizes and implements improvements. With that in mind, the authors focus on ideas as the catalyst of corporate change rather than the end itself. This book is thoroughly researched, with convincing facts and data (Toyota's success, they say, is the result of an idea culture that takes one million ideas per year from its employees). It also lays out a blueprint for a corporate idea program from inspiration to implementation, along with some unexpected caveats (e.g., rewarding ideas tends to stifle them as people focus on the award rather than on the idea, and small ideas—leading to continuous, incremental improvement—are more valuable than large ones). For any manager interested in jolting a moribund workforce out of complacency, this is a clever, pragmatic guide to awakening both the front line and the bottom line. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From

Booklist

Ever since Frederick Taylor advocated that it was management's job to "think" and the worker's job to "do," this perspective has been the basis for the policies, structures, and operating practices of most business organizations. Although this division between thinking and doing may have worked 100 years ago, it is severely limiting in today's environment, where it is the front-line worker who is in the best position to notice problems and suggest ideas. In example after example, the authors show how companies that encourage and implement the ideas of the entire workforce are the ones that come up with the most innovative and successful strategies. Contrary to past thinking on the subject, they make it clear that monetary rewards are not the best way to elicit ideas, and that emphasis on small ideas can be a more effective strategy than shooting for a "home run." The methods described show how to create an environment that encourages ideas, help employees develop knowledge and improve their problem-solving skills, and properly manage the ideas that are generated, including their larger implications. David Siegfried

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About the Author Alan G. Robinson is coauthor of the bestseller *Corporate Creativity* and teaches at the Isenberg School of Management at the University of Massachusetts. Dean M. Schroeder is currently the Herbert and Agnes Schulz Professor at the College of Business Administration at Valparaiso University.