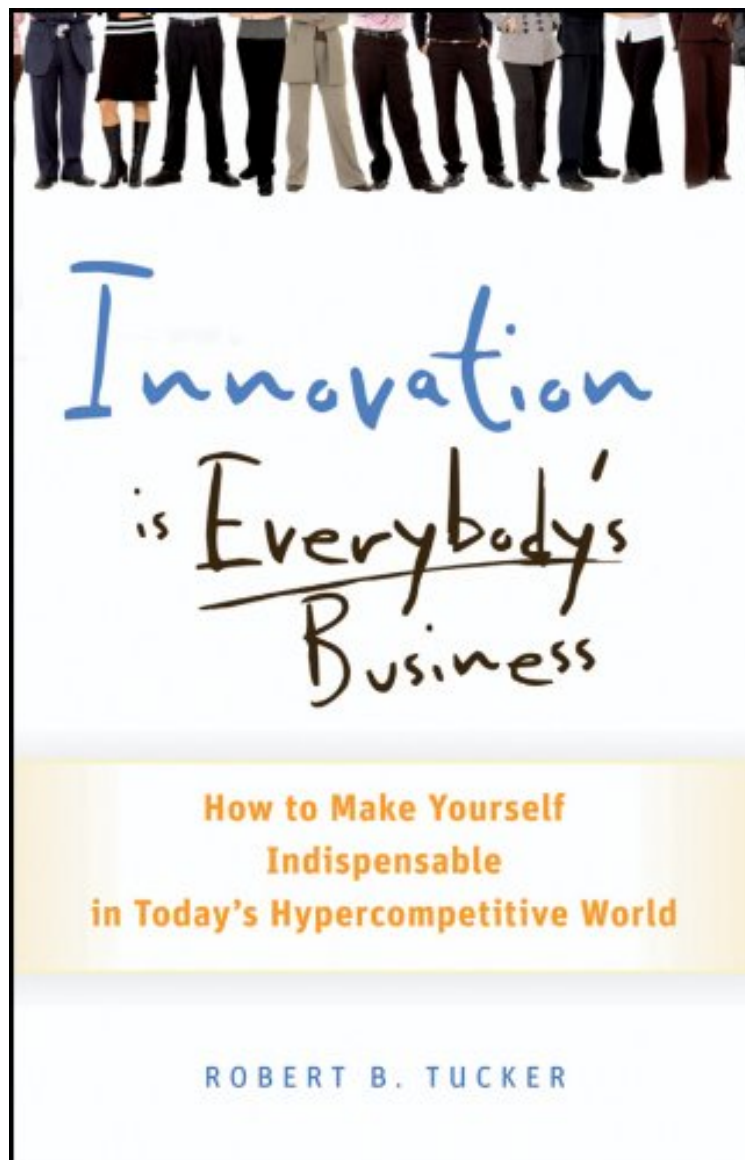


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## **Innovation is Everybody's Business: How to Make Yourself Indispensable in Today's Hypercompetitive World**

*Robert B. Tucker*

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**Robert B. Tucker : Innovation is Everybody's Business: How to Make Yourself Indispensable in Today's Hypercompetitive World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation is Everybody's Business: How to Make Yourself Indispensable in Today's Hypercompetitive World:

0 of 0 people found the following review helpful. Four StarsBy JIMGood Book1 of 1 people found the following review helpful. Fingers on the PulseBy Ariel CohenInnovation is Everybody's Business tackles the current job market and unveils the basic truths of thrive vs. survive. Tucker has his fingers on the pulse of a generation in need of a lesson. That lesson is in innovating from the inside out, helping individuals differentiate themselves (or, as the book states, "make themselves indispensable") as opposed to just the products they are attempting to sell, whatever that product may be. I, being a part of this generation, had the honor of both working alongside Robert for a short time and seizing the chance to gain practical knowledge by reading his book and putting my newfound tools to use, testing them in my own practice as a young professional. Any individual with a bit of sense will pick this book up and get to work! Not just for themselves, but for everyone's sake.1 of 1 people found the following review helpful. Essential for educators!By SusanAs an educator for over 25 years, I have listened to parents, administrators and the general public harp about the inadequacies of our educational system. I became jaded by ineffective policy and complacent about innovation. This book has given me a kick in the pants. It lists all the skills necessary to be innovative, how to cultivate these skills and how to put together an action plan. Using Tucker's ideas and becoming an 'assumption assaulter', I was able to implement a program that has raised the test scores of my lower achieving students. The cool part? It wasn't hard to accomplish! I highly recommend this book for anyone looking to affect change!

Innovation isn't something you do after you get your work done. It's how you do your work. Organizations all over the world are shedding jobs in record numbers. Yet today, they are desperately in need of people with the abilities and skills to think ahead of the curve, delight customers, motivate colleagues, slash costs, and achieve unconventional results. In this practical road map to becoming irreplaceable, global innovation guru and bestselling author Robert B. Tucker reveals why honing your I-Skills (Innovation Skills) may be the smartest career move you'll make. Based on interviews with forty-three innovation-adept managers and individual contributors, Innovation Is Everybody's Business guides you in: Mastering the seven essential I-Skills you need to become indispensable Unleashing the "mindset, skillset, and toolset of the innovator" that enable you to anticipate and rise to the challenges your organization faces in a hypercompetitive era Developing your Personal Innovation Strategy to address the critical components of becoming irreplaceable Assaulting your assumptions at the personal, organizational, and industry levels Building tools for work-life balance and creating your own job satisfaction If you're ready to stop talking about innovation and start adding value today ndash; in your job, department or organization ndash; you're ready to read and benefit from the powerful message of Innovation is Everybody's Business.

From the Inside FlapInnovation isn't something you do after you get your work done. It's how you do your work. Organizations all over the world are shedding jobs in record numbers. Yet today they are desperately in need of people with the abilities and skills to think ahead of the curve, delight customers, motivate colleagues, slash costs, and achieve unconventional results. In this practical road map to becoming irreplaceable, global innovation guru and bestselling author Robert B. Tucker reveals why honing your I-Skills (Innovation Skills) may be the smartest career move you'll make. Based on interviews with 43 innovation-adept managers and individual contributors, Innovation Is Everybody's Business guides you in: Mastering the seven essential I-Skills you need to become indispensable Unleashing the "mindset, skillset, and toolset of the innovator" that enable you to anticipate and rise to the challenges your organization faces in a hypercompetitive era Developing your Personal Innovation Strategy to address the critical components of becoming irreplaceable Assaulting your assumptions at the personal, organizational, and industry levels Building tools for work-life balance and creating your own job satisfaction If you're ready to stop talking about innovation and start adding value todayndash;in your job, department, or organizationndash;you're ready to read and benefit from the powerful message of Innovation Is Everybody's Business. "Filled with powerful examples of ordinary business people using their creativity to grow their companies, Tucker's book is a practical and effective guide to help you open your mind for innovation." mdash;ROGER VON OECH, author of?A Whack on the Side of the Head and the Creative Whack PackFrom the Back CoverPraise for Innovation is Everybody's Business Whatever your position or industry, your abilityto innovatemdash;to problem solve, experiment,create ideas, drive growth, collaborate, andadd valuemdash;gives you a personal competitiveadvantage that can never be outsourced. "I have provided copies of Innovation Is Everybody's Business to my entire North American team and recommend it to any organization attempting to strip away the myth that innovation is the responsibility of a select few. All of us are capable of innovating every single daymdash;if we simply adopt the Innovator's Mindset." mdash;Jeff Hwang, President, LG Electronics MobileComm U.S.A., Inc. "Innovation Is Everybody's Business goes beyond making the case for innovation at a personal and organizational level; it shows you exactly how to do it. Buy a copy for yourself and every member of your team." mdash;Mark Sanborn, author of The Fred Factor "Tucker has brilliantly distilled his deep knowledge and observations of successful front-line and mid-level innovators and their organizations into an accessible and compelling narrative; a nice addition to the global innovation knowledge bank." mdash;Allan Ryan, Executive Director, Hargraves Institute, Australia "As my organization pursues its efforts to develop a process for innovation, Innovation Is Everybody's Business has helped shape our thinking." mdash;ANNE BLOUIN, CAE, Chief

Learning Officer, American Society of Association Executives  
About the Author Robert B. Tucker is one of the most in-demand innovation speakers and workshop leaders in the world today. Since 1986, he has coached and consulted managers, executives, and entire teams at organizations ranging from IBM to the U.S. Department of Veterans Affairs to Nokia. President of The Innovation Resource Consulting Group, with clients in 35 countries, Tucker is the author of six books, including the bestselling *Managing the Future: 10 Driving Forces of Change for the New Century* and *Driving Growth Through Innovation*. He lives in Santa Barbara, California.