



The Innovation Equation: Building Creativity and Risk-Taking in Your Organization

Jacqueline Byrd, Paul Lockwood Brown

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
The Innovation Equation: Building Creativity and Risk-Taking in Your Organization Jacqueline Byrd, Paul Lockwood Brown
A Step-by-Step Guide for Building Innovative Capacity in Organizations

"Practical in so many ways, this book should top your reading chart if you are at all interested in the business of being more innovative-- or coaching others. I use the term -- business because innovation is no longer a soft skill, but one that drives organizational success."

-- Dr. Mitchell Kusy, coauthor of Fast Forward Leadership

This definitive guide for building innovative capacity in organizations teaches you how to create an environment that fosters creativity, innovation, and risk taking. Based on the work of Richard E. Byrd, a pioneer in the field of organization development, this book includes an assessment tool for determining what drives creativity and risk taking and offers a four-step process for building innovative capacity in individuals.

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