



Innovation is a State of Mind: Simple strategies to be more innovative in what you do

James O'Loghlin

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A modern framework for practical innovation—from individual ideas to an innovative organisational culture

Everyone says that innovation is important. The problem is that no one tells you *how* to be innovative. *Innovation is a State of Mind* sets out a step-by-step guide to creating innovative ideas and putting them into action. You'll learn how to generate more ideas with greater potential, how to grow and evaluate them, test their effectiveness and then implement the ones that are going to improve your business.

Author James O'Loughlin has worked with over a thousand of Australia's best inventors and innovators in the eight years he hosted ABC-TV's *The New Inventors*. He studied what they do differently and how they are able to identify and take advantage of opportunities that the rest of us miss. Packed with engaging stories and a good dose of humour, this insightful guide helps you to make innovation a part of what you do every day.

- Change your thinking and identify overlooked opportunities
- Step around common roadblocks to innovation
- Generate better ideas, and find the ones that will improve your business
- Create a culture where innovation is part of *everyone's* job
- Harvest innovative ideas from the entire staff and find the ones that will make a difference

Innovators see things differently. They solve problems that the rest of us can't, and create solutions to problems that we never noticed we had. Getting stuck in routine and procedure is the death knell for modern business. Most companies undervalue and underuse the creative potential of their people, because they underestimate the impact of continuous innovation. *Innovation is a State of Mind* shows you how to think like an innovator and create a culture of innovation, so you can stay out in front of the future of business.

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