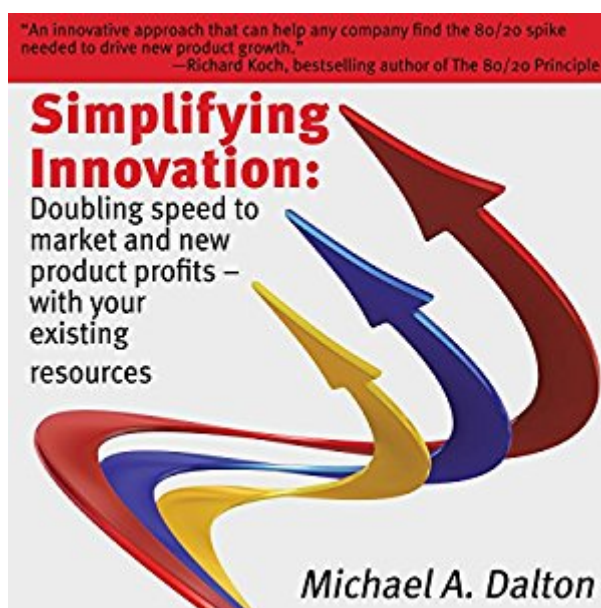


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# Simplifying Innovation: Doubling Speed To Market And New Product Profits With Your Existing Resources: Guided Innovation



## Synopsis

Small changes can deliver big new product results. Are new products taking too long to develop and failing to deliver the bottom-line impact you need? Now you can accelerate your growth by identifying your innovation bottleneck - just one of the powerful new product development strategies revealed in *Simplifying Innovation*. As the story in this provocative business audiobook unfolds, you'll discover the first-ever approach to new product growth based on the Theory of Constraints. Learn how to leverage the power of the 5-Step Guided Innovation System to: Fill your pipeline with profitably growing new products Finish new product programs on time and on budget Select winners so resources aren't wasted on canceled projects Focus on creating value for customers and shareholders Hit your new product sales targets more consistently

## Book Information

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## Customer Reviews

While there are a number of good works to be found in support of innovation, this book stands out. *Simplifying Innovation* speaks directly to the innovation management team and provides clear guidance on how to focus on the right things, and what those things are. By applying the Theory of Constraints principles to Innovation Management the author brings it all together in a way that is easy to apply and will no doubt show significant results in an organisation. A generous amount of 'extras' in the form of summaries, worksheets, etc is provided on the website, with reference to URLs throughout the book. Highly recommended.

If you have ever watched a bird rising higher and higher circling to find the greatest lift, you will appreciate what Michael has done with his book. Eli Goldratt's book Critical Chain was the first lift, the first circle in the rising thermal that is constraint management applied to projects. Simplifying Innovation brings us to a higher altitude with insights from years of practice, learning and business improvement. Catch the thermal. The view is great from this height. Read it now.

This book is fantastic, I can't put it down! Very quick, easy & relatable read that tackles very complex product development process systemic issues. Great book for project/ product/ program / engineering managers responsible for delivering new products in a timely manner.

Simplifying Innovation takes a unique but proven approach to driving innovation within corporations. This is a practical, hands on guide that takes you through the key innovation processes in a systematic way, emphasizing value to the customer and speed to market. I have used this approach successfully to introduce new innovations to industrial markets with millions of dollars in sales and profits. Get beyond the buzzwords with Simplifying Innovation to drive real sales growth within your company.

"Simplifying Innovation" is to product development what "The Goal" is to manufacturing. A great and easy read, and you don't realize how much you are learning until you finish the book. Highly recommended.

Dalton writes a reasonable tale about applying TOC to innovation. The book is not bad, but, if you have read The Goal and It's Not Luck, this book offers nothing new. It moves through the TOC aspect of the solution so quickly, if you don't know it, you still don't. If you have never read a book on TOC, this book would be a reasonable introduction. It's not poorly written, it does cover all the basics of TOC and their relationship to innovation. The book is a modern marketing brochure. If you're not aware, there are a lot of marketing books on how to write a book solely to drive business to your door. That's this book. It basically tells you that applying TOC to innovation is great, but doesn't tell you how to do it. It constantly refers you to its website (where the templates are not found). Dalton and his team obviously know what they are doing and I hope they write a book that tells others how to do it. This one is not it.

I recently read Simplifying Innovation, a 5-step system for doubling speed to market and new

product profits with your existing resources by Michael Dalton. He calls it a theory of constraints business model. "Three Rules of Work: Out of clutter find simplicity; From discord find harmony; In the middle of difficulty lies opportunity" - Albert Einstein This is one of those books that is written in storybook style. I'm not a big advocate of this type of writing, following fictitious people around and figuring out how they like their steak is not particularly interesting to me. That said, the book is interesting and has a number of valid points. If you just wanted the business points of the book, you could quickly read through it and find the summaries which are italicized. The theory of the book is that there are always bottlenecks in any innovation. The key is to identify those bottlenecks and figure out how to get through them more quickly. One other part of the thesis is high focus pays and having less people on a project, spending more of their time on it, is likely to get better results than having more people spend less of their time. As I'm reading the book, I'm thinking of how this plays with my Fail Often. Fail Fast. Fail Cheap. mantra that I often repeat. Where I think it's used slightly differently is the innovation the book is talking about is primarily development, not necessarily the pure research, or alternatively it's the execution or the implementation which is often a shortcoming in companies. Fail Often. Fail Fast, Fail Cheap is one way to generate a lot of ideas, then figure out which ones are working and put more resources into the ones that are working. The book did talk about DADS (Device Attention Deficit Syndrome), caused by Blackberries and cell phones. Ironically, even though I am a huge Blackberry user and a big advocate (and I sit on the board of RIM), I do see some validity to DADS. If DADS is a problem, it means the device is not being used as it should be used - as a productivity device. "Simplicity is the final achievement. After one has played a vast quantity of notes and more notes, it is simplicity that emerges as the crowning reward of art." - Frederic Chopin It's a good book, appropriate for anyone involved in the development of products.

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