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\ "The Innovator's  
Dilemma\" by Clayton  
Christensen - VIDEO  
BOOK SUMMARY

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Efficiency towards  
what? Going beyond  
business as usual  
towards an inclusive and  
sustainable economy  
The Deadly Fashions Of  
The Victorians |  
Hidden Killers |

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Absolute History

Charlie Tango talks #17

- Thomas Wedell-

Wedellsborg about

problems and how to

reframe them Rihanna -

Take A Bow (Official

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Chalk Talk on Geoffrey

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Disruptive Innovation

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CGP Book Talk

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Friedman Innovation As  
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Innovation as Usual  
presents a simple, yet  
powerful framework for  
leaders looking to  
develop a culture of  
innovation within their  
organization.

Innovation as Usual:  
How to Help Your

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People Bring Great ...

Most organizations approach innovation as if it were a sideline activity. Every so often employees are sent to “ Brainstorm Island ” : an off-site replete with trendy lectures, creative workshops, and overenthusiastic facilitators. But once they return, it ’ s back to business as usual.

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Innovation experts  
Paddy Miller and  
Thomas Wedell-  
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TIL INNOVATORER  
De fleste organisationer  
betragter innovation  
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“Innovation as Usual” lights the way toward embedding creativity in the DNA of the workplace where regular employees in make innovation happen in a way that ’ s both systemic and sustainable.

Author Paddy Miller |  
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In short, this book is about getting to a state of “innovation as usual,” where regular employees—in jobs like finance, marketing, sales, or operations—make innovation happen in a way that’s both systemic and sustainable. Instead of organizing brainstorming sessions,

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idea jams, and off-sites  
that rarely result in  
success, leaders should  
guide their people in  
what the authors call the  
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the people in your company. ” Frans Johansson, CEO, The Medici Group; author, The Medici Effect and The Click Moment—

“ The authors challenge the notion that innovation cannot happen as part of every leader ’ s day-to-day responsibilities.

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