-Solving with Data-Driven Methods & the Innova

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Synopsis

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<p>Transform the art of innovation into a reliable system!</p> <p>System driven innovation enables you and everyone on your team to use innovation to work smarter, faster, and more creatively. It transforms innovation from a random act to a reliable science. This new mindset ignites confidence in the future. It enables the creation of bigger and bolder ideas - and turns them into reality faster, smarter, and more successfully. With this new mindset, innovation by everyone, everywhere, every day becomes the norm. The rapidly changing world becomes a tremendous opportunity to achieve greatness.</p> <p>Innovation engineering defines innovation in two words: Meaningfully Unique. When a product, service, or job candidate is Meaningfully Unique customers are willing to pay more money for it. This links to the two simple truths in todayâ€™s marketplace:</p> <p>If youâ€™re Meaningfully Unique life is great!</p> <p>If youâ€™re NOT Meaningfully Unique youâ€™d better be cheap.</p> <p>Innovation engineering is a new field of academic study and leadership science. It teaches how to apply the science of system thinking to strategy, innovation, and cooperation. Research finds that it helps to increase innovation speed (up to six times) and decrease risk (by 30 to 80 percent). Innovation engineering accelerates the creation and development of more profitable products and services. However, the bigger benefit may well lie in its ability to transform organizational cultures by enabling everyone to work smarter every day.</p> <p>What makes innovation engineering unique is that itâ€™s grounded in data, backed by academic theory, and validated in real-world practice. Collectively, itâ€™s the number one documented innovation system on Earth. Over 35,000 people have been educated in innovation engineering classes, and more than $15 billion in innovations are in active development.</p> <p>In his book <i>Driving Eureka!</i>, best-selling business author Doug Hall presents the System Driven Innovation scientific method for enabling innovation by everyone, everywhere, every day. Itâ€™s the essential resource you need to

enable yourself - and your team - to innovate, succeed, and do amazing things that matter, on a daily basis.</p>

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