



Managing the Innovators: Exercises for Empowering Employees

Alisan Atvur

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What is good (creative) management?

Quite simply, management is a series of behaviors and decisions that influences events. When your behaviors make other people want to follow your vision, that is leadership.

Whether you have "manager" in your title or not, you may be managing a project, a portfolio or a person. This book focuses primarily on how your relationships with your direct reports, your managers and your peers can have a direct impact on the success of your new products, services, and innovation process. Through 70 different lightning exercises, you can learn the techniques that exceptional managers have used at some of the world's most notable consultancies, companies, and innovation labs.

The bad news is that there is no book that can objectively guide you to make the right innovation management decision in every professional situation. However, the good news is that this book will provide you with 10-minute exercises for overcoming the typical interpersonal challenges faced by managers.

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