



Executing Innovation: Expert Solutions to Everyday Challenges (Pocket Mentor)

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The Pocket Mentor series offers immediate solutions to the challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real-life examples to help you identify strengths and weaknesses and hone critical skills. Whether you're at your desk, in a meeting, or on the road, these portable guides enable you to tackle the daily demands of your work with greater speed, savvy, and effectiveness.

Ideas are not enough: successful innovation requires people to pick up where the creative process leaves off. These people must take the creative idea and apply it to a real-life problem to design a new product, service, or process. They must construct a carefully articulated vision for the project, draw up a feasible financial plan, and advocate the project over the whole course of its development and implementation.

This book teaches you how to execute an innovation from start to finish:

- Develop a vision statement that stands up to evaluation criteria
- Build a strong business case to the stakeholders who will be affected
- Manage both explicit and hidden resistance to change
- Sustain the passion around your idea and keeping its momentum going

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