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“ Kill the Company is the real company’s guide to implementing a culture of innovation. Unlike other books on the topic, it does not rely on the conjuring of mystical spirits or the anointing of corporate shamans to get your business

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to go from complacent to competitive.

Kill the Company: End the Status Quo, Start an Innovation ...

By leveraging creative and innovative powers in employees, the status quo can be ended, the current company killed and an innovation revolution started. Everyone is a change agent, according

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to the author. It's so important to move from what she calls Zombies, Inc. to Think, Inc.

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Lisa Bodell is founder and CEO of futurethink, and author of Kill The Company: End the Status Quo, Start an Innovation Revolution. A respected thought leader on innovation topics, Bodell has appeared on FOX News, and is author of numerous articles for such publications as Crain's , Bloomberg Businessweek, The New York Times ,

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Kill the Company: End the Status Quo, Start an Innovation ...

KILL THE COMPANY: End the Status Quo, Start an Innovation Revolution.
(Bibliomotion; hardcover; May 15, 2012),
Bodell argues that in most cases, a company's number-one enemy is itself.

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Organizational structures have become dominated by complexity, and worse, complacency—two evils that cripple our abilities to realize our potential, smothering any hint of innovation from the outset.

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Kill the Company: End the Status Quo,
Start an Innovation Revolution Lisa
Bodell May 2012 www.bibliomotion.com

In today's economy, innovation is the
lifeblood of success. Companies know
they have to "think big" and encourage
their teams to nimbly embrace change.
Some have made significant progress in
the past several years, but most

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innovation falls flat.

Book Brief: Kill the Company

A “Kill the Company” is an exercise where employees form groups and try to poke holes in the organization, the department, or a team’s success. Employees are given 30 minutes, told that they’re their number one

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competitor, and need to answer the question “How will you put yourself out of business.”

“Kill the Company” Innovation Exercise - Company Culture ...

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Lisa Bodell (Bibliomotion, 2012). Posted: September 26, 2012 Article Author: Lorri Freifeld. By Lisa Bodell, Founder and CEO, futurethink. In today's economy, innovation is the lifeblood of success. ...

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Spend more time on work that matters?

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Learn How. Do you need to unleash innovation? Start Innovating. Do you need to: Successfully challenge the status quo? Unlock more value from your existing products or services? Create a culture of smart risk-taking?

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by Routledge In the ever-changing world of business, we've arrived at a point where process has trumped culture, where th Kill the Company: End the Status Quo, Start an Innovation Revolution -

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Lisa Bodell, author of Kill the Company:
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implementing an innovation strategy,
which requires changes within an
organization, means adding layers of
new processes ...

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Kill The Company In Japan, there's a phrase shoshin, which means "beginner's mind"; and ancient Japanese wisdom tells us that "In the beginner's mind there are many possibilities, but in the expert's mind there are few".

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Kill the Company: End the Status

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Kill The Company is a really great exercise that allows people to be provocative rather than complacent, and is the first step towards greatness. For this and other tools like it, visit us at www.killthecompany.com. Kill The Company Killer QuickWin. Leave a Reply
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