

Ten Types of Innovation: The Discipline of Building Breakthroughs

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In this book "Ten Types of Innovation: The Discipline of Building Breakthroughs", the authors share one of the world's most recognized frameworks in the field of innovation.

Summary of the Book:

For many businesses and organizations innovation is not optional, it is imperative. Customers demand it; competitors will outflank them if they don't achieve it; talented employees won't join their teams if they don't deliver it; and most analysts and investors expect it. This book helps visionaries of all levels and in all industries to learn what to do when the stakes are high, time is short and a breakthrough needs to happen. This book is the first in explaining how to implement the Ten Types of Innovation concept that has influenced thousands of executives and

companies around the world since its discovery in 1998.

According to the authors, the first four types of innovation focus on the inner workings of the enterprise. These elements consist of the profit model, network, organizational structure and internal system flows or processes. The remaining six areas include the product performance, product systems, servicing, distribution channels, brand name and customer engagement. Full implementation consists of having a successful operating scenario in place for each of the ten phases. Problems in any single phase can have a detrimental overall impact.

The authors provide working models to illustrate the general principles in action. For instance, UPS and Toshiba partnered to have UPS technicians to repair broken Toshiba laptops at the UPS shipping hubs.

The book provides an interesting section on shifting focus. Looking within helps to determine stale patterns of operating which could be replaced by innovations aimed at streamlining operations. Looking at others in the industry provides comparative data which can be helpful in deciding whether or not to innovate differently. Sometimes examining what others are doing outside your industry helps to redirect internal efforts for the future.

The authors provide an innovation summary which includes the various modalities of innovation for each major area. For instance, network innovation may consist of alliances, collaboration, consolidations, franchising or supply chain innovation.

Ten Types of Innovation is an important work which explains the various elements necessary to take a product or process from concept through implementation for a wide array of constituencies both internal and external to the firm.

This book brings out the Ten Types of Innovation framework that has emerged by applying a proprietary approach to a list of more than 2,000 successful innovations, including Amazon.com, early IBM mainframes, the Ford Model-T, and many more, to determine ten meaningful groupings that provide insight into innovation. Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities and to evaluate how firms are performing against competitors. This framework has proven to be one of the most enduring and useful ways to start thinking about transformation and the authors detail how businesses can use these innovation principles to bring about meaningful—and sustainable—growth within their organizations.

This book comprises of seven parts divided into eighteen chapters which explicitly explains the various elements necessary to take a product or process from concept through implementation for a wide array of constituencies both internal and external to the firm. With innovative graphics that model the potential for doing things differently, Ten Types of Innovation is a book that is not only entertaining and inspiring but also succeeds at offering business leaders a systematic approach to innovation thus "moving the field," as the authors write, "from a mysterious art to more of a disciplined science."

The book is about how organizations should internalize a kind of market analysis and

execution. This calls for a balance of creativity + discipline, pragmatism + ambition, top-down + bottom-up initiative, and analysis + synthesis. Leadership drive is needed to set the vision, define the innovation approach, create organisational support and incentives and devise appropriate metrics for internal and external assessment.

This is a 'must-read' book for entrepreneurs, innovators, business leaders and students of tech/biz schools, providing a comprehensive overview of cross-industry innovation trends and practices. The wealth of case studies in the book is based on over three decades of research, across 2,000 examples. "Storytelling is in a new golden age," the authors begin, as the pace of innovation picks up around the world and a range of experts, practitioners and narrators describe methods and impacts of innovation.

In addition to useful and compelling content, the book is superbly designed and easy to read, and makes for a good skim through as well as deep dive into the material. This book definitely belongs to your bookshelf if innovation is your organisation's priority.

The authors of this book share one of the world's most recognized frameworks in the field of innovation developed by Doblin, the innovation practice of Monitor Deloitte within Deloitte Consulting LLP, through empirical study and over 30 years of research and practical application.

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