Index

• A •
activity, 21
ad campaign, 71
adopter, 262–264
adventure, 34–37
*Adventure Careers*, 33
age
  as career change barrier, 35
  fastest-growing age groups, 42
All-Biz Web site, 172
Allen, Kathleen (*Entrepreneurship For Dummies*), 282
American Red Cross, 284
analogy
  coming up with, 211
  as invisible activity in presentation, 210–211
  presentation, 207, 210–211
angel investor, 307–308
appendix, 305
application, trademark, 283
art project, 329–330
*The Art of Thought* (Wallas), 47
assessment
  complexity, 220
  leadership style, 56
  personality, 95
  self, 332
  StratLead Self-Assessment, 56
  value, 277
attendee
  brainstorming, 104–106
  cost-cutting session, 236
  audience, presentation, 200–202
  auditory signature, 215–216
*Authentic Happiness* (Seligman), 327
authorization, 259
avoider versus engager, 223

• B •
back story, 34
background, presentation, 216
back-tracker, 184
Ballbarrow invention (Dyson), 188
banner ad, 272
bar chart, 209
barrier
  career change, 34–36
  creativity, 14–16
  financial, 35
benchmarking industry innovation
  businesses to watch for, 176–177
  competency alignment, 179
  job candidate interview, 177
  positive approach to evaluation, 178–179
  upstarts and startups, 175–177
  what businesses are boasting about, 178
bestseller, as new product, 176
best-selling product, 88
beta testing, 266–267
bias, 327–328
Big Five self-assessment, 332
billboard, 272
blame, 163, 326
blogging, 270
blue ocean strategy, 81
blue-water brainstorming, 81–82
body language
  during brainstorming session, 110–111
  contraction type, 320
  expansion type, 320
  expressing optimism through, 63
  in meeting, 319–320
  during presentation, 216–217
  withdrawal type, 319
boosting your career
  commission-based job, 314
  doing what you love, 313–314
boosting your career (continued)  
enthusiasm, 312  
parallel career paths, 314–315  
problem-solving, 312–313  
risk taking, 311  
stepping up, 311  
through championing, 316  
through education, 315  
volunteer work, 315–316  
booth space, 171  
boundary management, 254  
brainstorming. See also meeting about this book, 3  
asking for examples about, 118  
attendee, 104–106  
blue-water, 81–82  
body language during, 110–111  
braindrawing, 116  
brainwriting, 114  
breaking into smaller groups, 128  
cause-effect diagram, 115  
clarification of instructions, 120  
closed-end questions, 109  
closed-minded thinking, 102, 105  
for combination ideas, 186–187  
common thinking traps, 110  
core methods of, 112–116  
cost-cutting session, 240–241  
creative chitchat, 138  
creative distance, 107  
creative facilitation, 101  
creative friction in, 106  
creative process planning, 106–108  
criticism in, 110  
critiquing results of, 122–124  
cycling between private and group work, 141  
design fixation, 126–127  
with diverse group of people, 81  
encouragement during, 117  
excluding people from, 105  
facilitator, 105  
facilitator roles in, 108–111  
familiarization with challenge at hand, 111  
first-round question-based research, 124  
fishbone, 115–116  
focus-shift question, 126  
freeing the imagination for, 118  
free-minded activity, 137  
group creativity, 102–104  
group dynamics, 101  
group size, 105  
habitual gestures in, 111  
index card, 137  
individual, 141  
initial briefing, 112–113  
initial retreat for, 107  
“interesting questions to study” chart, 124  
inviting questions for consideration, 104  
length, 107–108  
list, 205  
listening skills, 109  
making a case to explore fresh ideas, 103  
mind mapping, 116, 133–137  
mixing traditional and creative elements, 81  
multiday, 108  
negative dynamics in, 109–110  
nominal group technique (NGT), 137–139  
nonverbal behaviors, 110–111  
note taking, 106, 132  
orientation, 112  
Osborn brainstorming rule, 113–114  
participant, 118–120  
pass-along, 114–115, 139–141  
payoff analysis, 168  
people with creative chemistry, 104  
people with fresh perspective in, 106  
persisting long enough, 122–125  
positive attitude during, 103  
positive reinforcement during, 119  
power of incubation, 107  
power of team thinking, 137–141  
practice for, 119  
for presentation, 204–206  
problem-solving, 164–165  
production blocking, 138  
qualifying adjective, 109  
random word technique, 116–117, 141  
refocusing, 125–126  
reframing, 102  
researching before, 107
round-sticker method, 122–123
rush to judgment trap, 110
selecting people for, 103
setting the tone, 112
shape, 131
sharpening the view with narrower definitions, 127–128
sketching design for, 130
small-scale model, 132
social loafing, 105
solution, 226–228
stage fright, 119–120
sticky notes for, 132
storyboard, 131
struggling with ideas during, 117
suggestion system for, 104
supplier, 181
visual reference material, 129
visual thinking, 129–130
warm up, 112–113
wrap up, 117
brand identity, 282
brand name, 276
Branding For Dummies (Chiaravalle and Schenck), 282
B2B (business to business), 69
Buchaca, John (Patents, Copyrights, & Trademarks For Dummies), 276
budget, 235
build the team stage, 251
BuildingGreen Web site, 172
burnout, 335–336
business plan
appendix, 305
cash-flow project, 303–304
clarity of the concept, 298
company description, 301
concept length, 298
cover page, 299
credit history, 305
description of, 79
documentation, 305
executive summary, 299–300
financials, 304
funding need, 303–304
marketing and sales summary, 302
organization and management, 302
product description, 301
quality of business concept, 298
record keeping, 305
résumé, 305
service or product line presentation, 302–303
table of contents, 299
team strength, 298
title page, 299
business recreation strategy, 80–82
business strategy, 86
business to business (B2B), 69
Business Wire Web site, 178
Bvents Web site, 172

calmness, 222
caption, 74
career. See also boosting your career about this book, 2
as adventure, 34–37
career change barrier, 34–36
hobby as, 24
shadow, 315
career path
downward move, 36
entrepreneurial options, 44
freelance and consultative work, 43–44
growing through current employer, 36–37
inventing your next job, 42–44
lateral move, 36
momentum, 36
moving toward growth, 40–42
opportunistic moves, 36–37
parallel, 314–315
proposing new position for yourself, 43
short-term and volunteer projects, 37
transferable skills and experiences, 37–39
utilizing personal and professional networks, 37
CareerBuilder Web site, 36
carrying cost, 35
case history, 211–212
cash-flow projection, 303–304
cause-effect diagram, 115
challenge, 325
champion recruit, 268, 316
change management
disloyalty in, 95
openness to new ideas, 94
painting a clear picture about, 95
personality assessment, 95
resistance to change, 94–96
skepticism, 96
snapback behavior, 97
strategy, 94–97
transition process, 96–97
Chaordix Web site, 153
Charmasson, Henri J. A. (*Patents, Copyrights, & Trademarks For Dummies*), 276
chart, 209
charter the team stage, 251
Chiaravalle, Bill (*Branding For Dummies*), 282
Chinese divination symbols, 156
choreographic works, 276
clarity of the concept, 298
clean-slate approach, 233–234
clip art, 216
closed-ended question, 109
closed-minded thinking, 102, 105
cluster analysis, 136
coach leadership style, 54–56
coaching/developmental leadership style, 57
collaborator versus competitor, 223
combination
brainstorming for, 186–187
candy bar example, 185–186
classic, 185–186
copycat product, 193
display board, 196
Dyson example, 188
elements of, 184–185
genetic, 183
need-driven invention, 193
oxymoron invention, 192
power of, 183–184
problem theme, 190–191
problems with solutions, 189–191
relevance paradox, 194
resourcefulness in searching for, 191–193
unusual forms, 195
weak signal, 194–195
word-play invention, 192
commission-based job, 314
communication
innovation process plan, 250
keeping on track through, 335
marketing, 69
project promotion, 259
company description, business plan, 301
comparative analysis, 165
Compendium Institute Web site, 136
competence
benchmarking industry innovation, 179
core competency, 93
creativity and, 30
transferable skills and experiences, 37–38
competitor offering, 77
competitor versus collaborator, 223
complaint, 143–144
complementary strategy, 92
confidence, 15, 35
conflict
beginning dialogue in, 222
best way to view, 221
calmness during, 222
collaborative approach to, 336
competitive negotiation, 224
competitor versus collaborator, 223
complexity assessment of, 220
engager versus avoider, 223
facilitating brainstorming during, 228
honesty in, 226
judgment in, 227–228
natural collaborator, 223–224
open-mindedness in, 224
outcome, 220
positive focus, 229
problem-solving team, 225–226
reframing, 221–222
respectful listening, 222
safe to share idea acknowledgment, 227
setting good example of teamwork during, 225–226
solution brainstorming, 226–228
style, 223–224
transition process, 226–228
turning into opportunity, 219–222
win–win solution, 228–229
The Conflict Master Course: Turning Conflict Into Cooperation workshop, 336
cost cutting
attendee, 236
brainstorming methods, 240–241
clean-slate approach, 233–234
consequences, 242–243
cost accounting, 239
creative determination, 231–232
documentation, 243–244
employee incentive for, 235
finding losses, 239
frost effect avoidance, 231–233
implementation, 241–244
informing those who will be affected from, 242
learning from others, 236–239
negative side effect, 242, 244
pervasive effect, 243
pessimism, 232–233
progress report, 243
proposal evaluation, 241
repetitive service and quality problem, 236
savings creation method, 239–244
self-efficacy, 231
spending category identification, 233–234
take-away idea, 236
tracking and managing, 244
unexpected benefit, 242
cost estimation, 277
cost, patent, 287–289
cover page, business plan, 299
creative brief
creative input, 73
goal setting, 72
the message, 73
schedule and constraint, 73
strategic playing field, 72
target customer profile, 72
creative chemistry, 104
creative determination, 231–232
creative dissatisfaction
cost of not innovating, 170
informed choice, 168
intuition applied with logic, 170
opportunity cost, 170
opportunity recognition, 169–170
creative distance, 107
creative facilitation, 101
creative friction, 106
creative process, 106–108
creative searching stage, 51, 81
creative thinking process (Poincaré), 47–48
creativity
about this book, 3
ad campaign, 71
avoiding isolating situations, 27
balancing tight and loose activity, 21–22
barriers to, 14–16
becoming a leading innovator, 29–31
being aware of your strengths and weaknesses, 15–16
challenging yourself, 24
competence and, 30
controversial issues, 12
creativity (continued)
    creative departments, 13
    creative force, 12
    creative style, 15–16
    crossing boundaries for good ideas, 173–175
    in daily routine, 21–23
    daydreaming, 22
    diverse experiences as, 25
    energy, 30–31
    generating more ideas, 12–14
    holding out for more options, 13–14
    imagining innovation to meet daily need, 12–13
    learning from innovation mentor, 27–28
    marketing, 71–75
    mentor, 16, 27–28
    mind and body exercise, 23
    open-ended questions as, 27
    Personal Creativity Assessment, 15
    as powerful personal asset, 12–16
    pursuing interesting questions, 22–23
    recognizing great ideas, 13
    right-brain activities, 11
    seeking broader experience, 24–29
    seeking the company of innovators, 26–27
    stepping up to development teams and roles, 30–31
    supporting inquisitive behavior, 27–28
    surrounding yourself with creative people, 26–27
    taking personal risk, 24–25
    thinking outside of the box, 174–175
    thinking under pressure, 13
    through visual image, 16–18
    warm-up exercise, 73
    workspace needs, 18–20
    creativity enabler, 16–17
    credibility
        as career change barrier, 35
        in presentation, 200
    credit card, 35
    credit history, 305
    criticism
        in brainstorming session, 110
        as creativity barrier, 15
    cross-training, 175, 329
    Crowd Fusion Web site, 176

crowdsourcing
    contest, 151
    for new ideas, 151–153
    resource, 153
    customer feedback, 144–145
    focus group, 144–145
    survey, 146–147
    customer–embraced strategy, 86
    customer profile, 72
    customer value, 87

• D •
daydreaming, 22
de Jong, Jeroen P.J. (European Journal of Innovation Management), 49
decline stage, product category, 89
delegate leadership style, 54–56
delegational/trusting leadership style, 57
demographic and geographic growth trends, 41–42
Den Hartog, Deanne N. (European Journal of Innovation Management), 49
design
    launching the project, 258
    presentation, 214
    design fixation, 126–127
    design flexibility, 249
development
    and implementation network, 256–257
    innovation process plan, 248
Dewey, John
    Dewey Decimal System, 163
    How We Think, 163
    problem-solving method, 163–165
diagram, redesign, 146
diffusion
    adopter, 262–264
    aiming for sophisticated buyer, 268–269
    basic description of, 261
    beta testing, 266–267
    champion recruit, 268
    diffusion curve, 264
    early day personal media emphasis, 269–271
free sampling, 272–273
inflection point, 271–272
length, 264–265
media mix, 268–272
strategic parameter, 265–266
diffusion expert (Rogers), 267
dinner/lunch meeting, 325–326
Directory of Venture Capital (Lister and Harnish), 306
The Directory of Venture Capital & Private Equity Firms (Grey House Publishing), 306
disagreement. See conflict
discovery
launching the project, 258
as leadership skill, 64
discrimination, 35
display board combination, 196
diversity
as creativity practice, 25
lack of, 26
team, 252–253
documentation
business plan, 305
cost cutting, 243–244
failure and mistake, 334
intellectual property, 292
downward move, 36
“dumb questions,” 23
Dyson, James (Ballbarrow invention), 188

• E •
earnings estimation, 277
economic growth, 1
elder wisdom, 154–155
e-mail
contest, 150
creative conversation in, 150–151
getting recipient’s attention through, 149–150
for pass-along brainstorming, 140–141
request for creative suggestion using, 148–149
soliciting ideas through, 83
employee
consultation, 49
reward, 50
employer, growing through current, 36–37
Employment Spot Web site, 36
encouragement, 117
energizer role, 253
energy cost, 234
engager versus avoider, 223
enthusiasm, 312
entrepreneurship
angel investor, 307–308
basic description of, 295
deciding whether to proceed, 296
how to develop, 44
intellectual property protection, 297
load, 308
research, 296
venture-capital, 305–306
Entrepreneurship For Dummies (Allen), 282
European Journal of Innovation Management (de Jong and Den Hartog), 49
EventsEye Web site, 172
executive summary, business plan, 299–300
exercise, 23
exhaustion, 15
expansion type body language, 320
expense
carrying cost, 35
credit-card debt, 35
health, 36
housing, 35
expert help, 181–182
explanation, 259
external communication, 254

• F •
Facebook, 151
facilitator, 105, 108–111
facility cost, 234
fact-finding phase, 164
facts, in presentation, 208–209
failure, 334
feedback
about leadership, 59
customer, 144–145
from leadership, 49
financial barrier, 35
financial reward, 50
financial risk management, 60
financials, business plan, 304
finish the work stage, 251
fishbone brainstorming, 115–116
Fisher, Roger (Getting to Yes), 227
Five P’s framework
people, 76
placement, 76
pricing, 75
product, 75
promotion, 76
flexibility, design, 249
flowchart, process design, 147–148
focus
as leadership skill, 64
team development, 332
focus group, customer, 144–145
focus-shift question, 126
font, 216
forced-choice question, 54
foreign patent protection, 289
free sampling, 272–273
freelancing, 43–44
FreeMind software, 136
funding need, business plan, 303–304
FundingPost Web site, 307

G

Genetic combination, 183
geographic and demographic growth
trends, 41–42
Getting to Yes (Ury, Fisher, and Patton), 227
giving up, 336–337
Global Positioning System (GPS), 184
goal setting
creative brief, 72
examples of, 46
finding abnormal ways to accomplish, 69
innovation process plan, 249
as leadership skill, 46–48
GPS (Global Positioning System), 184
graph, 209
graphic works, 276
greed, 86
Greenbuild International Expo, 172
group decision-making bias, 328
group dynamics, 101
growth
in current organization, 41
encouraging your own, 40–41
growth stage, product category, 89

H

handout, 213–214
Harnish, Tom (Directory of Venture Capital), 306
Hartman, Ross (naval architecture firm), 38
Harvard Business Review article (Kim and
Mauborgne), 81
health
health insurance cost, 234
as money saver, 36
Hiam, Alexander
Marketing For Dummies, 151, 266, 300
Marketing Kit For Dummies, 282, 300
Mastering Business Negotiation, 336
Mentoring for Success, 59
hobby, 24
honesty, 226
hopefulness
approaching problems with, 162–163
as positive attitude, 62
hostility. See conflict
housing expense, 35
How to Write a Great Business Plan
(Sahlman), 297
How We Think (Dewey), 163
humor, in presentation, 207–208

I

I Ching, 156
idea generation (Osborn), 3. See also
creativity
IdeaConnection Web site, 153
illumination, 48
imagination. See creativity; intuition
iMindMap Web site, 136
implementation
complexity of, 247
development network, 256–257
group rule, 332
innovation process plan, 248–252
launching the innovation, 257–260
partnership, 257
planning for the worst, 332–333
project promotion, 259–260
rate of adoption projection, 260
team development, 331–332
team innovation, 251–256
incubation
brainstorming session, 107
as part of Poincaré thinking process, 48
index card, 136–137
individual-creative role, 252
individual-logical role, 252
informal champion recruit, 268
initiation, 248
InnoCentive Web site, 153
innovation
about this book, 3
development, 248
integration, 248
mentor, 27–28
innovation process plan
benefit emphasis, 250
communication, 250
design flexibility, 249
four-step diagram, 248
goal, 249
implementation team, 250–251
initiation, 248
introduction, 248
monitoring the result, 250
innovation-oriented leadership, 53
innovative cycle, 16
inquisitive behavior, 27–28
inspiration
customer complaint as, 143–144
customer focus group as, 144–145
customer input for, 143–146
customer survey as, 146–147
instruct leadership style, 54
instructive/directive leadership style, 57
integration, 248
intellectual property
audit, 293
basic description of, 6, 275
brand name, 276
choreographic work, 276
copyright, 279–281
cost estimation, 277
documentation, 292
earnings estimation, 277
entrepreneurship, 297
graphics work, 276
innovation-oriented, 293
investment estimation, 277
motion picture, 276
musical work, 276
patent, 285–290
pictorial work, 276
protective measures for, 292–293
sculptural work, 276
secret formula, 276
SWOT analysis, 278
symbol, 277
tracking protective steps taken, 278–279
trade secret, 290–292
trademark, 281–285
value assessment, 277
what merits protection, 276–277
written work, 276
intellectual stimulation behavior, 49
internal communication, 254
International Registration of Marks,
Madrid System, 283
interview
looking for evidence of innovative contribution in, 177
résumé, 38
introduction
innovation process plan, 248
introduction stage, product category, 89
intuition
along with logic, 170
basic description of, 153
elder wisdom, 154–155
I Ching, 156
invention, 155–156
intuition (continued)
  naturalistic decision-making (NMD), 154
  nature as, 154
  New Age approach, 153
  soothsaying technique, 155–156
  tarot card, 155–156

invention
  need-driven, 193
  word-play, 192

inventors’ club, 330

inventory cost, 234

investment estimation, 277

• J •

judgment, 227

• K •

Kim, W. (Harvard Business Review article), 81

knowledge diffusion behavior, 49

• L •

laboratory, 20
  lateral move, 36
  lead user, 146

leadership
  delegation, 49
  demonstrating commitment to
    innovation, 48–50
  discovery, 64
  employee consultation, 49

feedback about, 59
feedback from, 49
focus, 64

getting to know yourself as, 51–55

goal setting, 46–48

innovation-oriented, 53

innovative leadership checklist, 49–50

intellectual stimulation behavior, 49

knowing when innovation is required, 50–51

knowledge diffusion behavior, 49

maintenance-oriented, 52

mentor, 59

positive attitude, 61–63

problem-solving, 64

putting all skills together, 63–65

recognition from, 49

risk management, 60–61

role-modeling behavior, 49

seeking varied experiences, 59–60

skill, 59–61

support, 49

as universal trait in any career, 45

vision, 46–48

visualizing possibility for, 46–50

leadership style
  adjusting to creative context, 58
  adjusting to fit any situation, 54–56

assessment, 56

coach, 54–56

cooaching/developmental, 57

delegate, 54–56

delegational/trusting, 57

instruct, 54

instructive/directive, 57

knowing which style to use, 55

relate, 54

relational/concerned, 57

leadership volume, 51

Learned Helplessness (Seligman), 327

Learned Optimism (Seligman), 327

leverage, 258

Lewicki, Roy J, (Mastering Business Negotiation), 336

licensing, 93

life-cycle, product, 88–89

line graph, 209

listening skills, 109

Lister, Kate (Directory of Venture Capital), 306

loan, 308

logic, 170

logo, 214, 277

loose activity, 21

loss, minimizing the, 168

lunch/dinner meeting, 325–326
Madrid System for International Registration of Marks, 283
maintenance cost, 234
maintenance-oriented leadership, 52
major problem, 324–325
market analysis, business plan, 300
marketing
abnormal ways to accomplish goals, 69
ad campaign, 71
assessing and violating the norm, 68–70
caption, 74
communication, 69
competitor offering, 77
creative brief, 72–73
creativity, 71–75
Five Ps framework, 75
free sampling, 272–273
narrowing your focus, 75–77
as power impact, 67–68
salespeople, 70
social norm, 69–70
strategy, 68, 86
visual stimulus, 74
YouTube, 69
marketing and sales summary, 302
Marketing For Dummies (Hiam), 151, 266, 300
Marketing Kit For Dummies (Hiam), 282, 300
mass mailing, 272
Mastering Business Negotiation (Lewicki and Hiam), 336
maturity stage, product category, 89
Mauborgne, R. (Harvard Business Review article), 81
meeting. See also brainstorming
asking for multiple alternatives in, 322
asking for original information and ideas in, 317
body language in, 319–320
brainstorming, 321–322
controlling topic in, 320–321
length, 321
location, 322
lunch/dinner, 325–326
with mentor, 29
problem resolution, 318–319
reorganization, 318
“sideways thoughts” board, 319
spoiler, 321
Mehrabian, Albert (Nonverbal Communication), 320
mental bias, 327–328
mentor
creativity, 16
innovation, 27–28
leadership, 59
meeting with, 29
mentoring others, 29
personally inspired, 28
Mentoring for Success (Hiam), 59
mind and body exercise, 23
mind mapping. See also brainstorming
as brainstorming technique, 116
cluster analysis, 136
combining research with, 134–135
index card, 136
mind map drawing, 133
producing insight and proposal from, 136–137
software, 135–136
Mindjet MindManager Web site, 136
mistake, 334
Mom Invented Web site, 153
momentum, 36
monitoring, 50
Monster Web site, 36
motion picture, 276
music
musical works, 276
in workspace, 20
MySpace, 151

National Venture Capital Association (NVCA) Web site, 306
naturalistic decision-making (NMD), 154
nature, as intuition, 154
naval architecture firm (Hartman), 38
need-driven invention, 193
negative dynamics, 109–110
negotiation, 259
news business, 176
NGT (nominal group technique)
  generating ideas using, 138
  for group-decision making, 137–138
  increasing productivity of group using, 139
  taking votes using, 138
NMD (naturalistic decision-making), 154
Nonverbal Communication (Mehrabian), 320
note taking, 106, 132
NovaMind Web site, 136
NVCA (National Venture Capital Association) Web site, 306

• O •
open-ended questions, 27
open-mindedness, 224
opportunity cost, 170
Opportunity Knocks Web site, 36
optimism
  approaching problems with, 162–163
  as positive attitude, 62
  pragmatic approach to, 62
  through body language, 63
organization
  business plan, 302
  how this book is organized, 4–6
  presentation, 200
organizer role, 253
orientation
  brainstorming session, 112
  leadership, 52–53
Osborn, Alex
  brainstorming rules, 113–114
  idea generation, 3
outline-oriented presentation, 207
out-of-date strategy, 86
overcommitment, 85
owner and worker differentiation, 334–335
oxymoron invention, 192

• P •
parallel career path, 314–315
partnership
  implementation, 257
  strategy, 92–93
parts purchase cost, 234
part-time project, 37
pass-along brainstorming
  changing dynamics using, 139
  e-mail version of, 140
  instruction, 114–115
  passing tough questions using, 140
  storytelling during, 140
patent
  abstract, 287
  checking references in, 287
  cost, 287–289
  foreign patent protection, 289
  full-text search post-1976, 286
  as intellectual property, 285–290
  licensing agreement, 290
  provisional, 289–290
  searching existing, 286–287
  uniqueness, 285
  usefulness, 285
  worth of applying for, 288–289
Patents, Copyrights, & Trademarks For Dummies (Charmasson and Buchaca), 276
Patton, Bruce M. (Getting to Yes), 227
payoff analysis
  boosting through creative techniques, 167
  brainstorming, 168
  maximize the profit, 168
  minimize the loss, 168
  payoff table creation, 166–167
  quality improvement, 168
performance management, 254
persistence, 323–324
personal creativity. See also creativity
  fastest-growing age group, 42
  fast-growing cities, 41–42
  geographic and demographic growth trends, 41–42
Personal Creativity Assessment, 15
personal growth
  in current organization, 41
  encouraging your own, 40–41
persuasion, 207
pessimism, 232–233
phase-shifting, 83
photograph, presentation, 209–210
pictorial works, 276
pie chart
  portfolio representation, 85
  in presentation, 209
placement (Five Ps framework), 76
plan. See business plan
Poincaré, Henri (creative thinking process), 47–48
point of view, 206
policy, 15
portfolio
  need for, 84
  pie chart representation, 85
positive attitude
  during brainstorming, 103
  hopefulness and optimism as, 62
  leadership, 61–63
  pragmatic approach, 62
  ripple effect from, 62–63
  through body language, 63
positive reinforcement, 119
PR Newswire Web site, 178
practice, 119
pragmatic approach to optimism, 62
preparation
  analogy, 207
  as part of Poincaré thinking process, 48
  presentation, 203
presentation
  analogy, 210–211
  audience, 200–202
  auditory signature, 215–216
  authoritative source, 207
  background, 216
  bad example of, 215–216
  body language during, 216–217
  brainstorming for, 204–206
  chart, 209
  credibility in, 200
  design, 214
  excitement in, 202
  five tools of, 207
  font, 216
  framework, 206–207
  fresh perspective in, 204
  good example of, 215
  good presentation importance, 199
  graph in, 209
  handout, 213–214
  humor in, 207–208
  insight, 202
  list, 205
  logo, 214
  organization, 200
  outline-oriented, 207
  persuasion in, 207
  photograph, 209–210
  point of view, 206
  preparation, 203
  professionalism in, 200
  quotes in, 209
  relevance, 207
  research, 203
  slide, 213–214
  sources and facts, 208–209
  stage fright, 201
  statistics in, 209
  storytelling in, 211–212
  structure, 201
  style, 213–216
  text, 214
  thesis statement, 205
  video in, 209–210
  visual aid in, 209
  white space, 215
press release, 178
pricing (Five Ps framework), 75
problem
  approaching with optimism and hopefulness, 162–163
  circling the wagons reactive approach to, 163
  creativity prompts, 162
  misdiagnosed, 164
problem (continued)
postponing decisions based on, 161
survival exercise, 160–161
think-of-uses-for-brick test, 162
turning into innovation opportunity, 159–163
problem theme, 190–191
problem-solving
best alternative approach, 165–166
boosting your career through, 312–313
brainstorming, 164–165
comparative analysis, 165
defining the problem, 163–164
Dewey’s method of solving, 163–165
fact-finding phase, 164
as leadership skill, 64
payoff analysis, 166–168
solution set, 164–165
team, 225–226
process design
flowchart, 147–148
redesign, 146–148
product
best-selling, 88
copycat, 193
Five Ps framework, 75
life-cycle, 88–89
rating, 90–91
underperforming, 84–85
product category, 88–89
product description, 301
product line, 88
product or service line presentation, 302–303
product video, 271–272
product-based strategy, 88–91
production blocking, 138
production stage, 51, 81
professionalism, 200
profit
maximizing the, 168
product rating, 90–91
profit margin, 90
progress report, cost cutting, 243
project
accounting for each project separately, 333–334
underperforming, 84–85
project promotion
authorization, 259
communication, 259
explanation, 259
negotiation, 259
support, 260
projection, 260
promotion (Five Ps framework), 76
proposal. See presentation
proprietary brand, 281
provisional patent, 289–290
provocation, 149
PRZoom Web site, 178
publication
The Art of Thought (Wallas), 47
Authentic Happiness (Seligman), 327
Branding For Dummies (Chiaravalle and Schenck), 282
The Directory of Venture Capital & Private Equity Firms (Grey House Publishing), 306
Directory of Venture Capital (Lister and Harnish), 306
Entrepreneurship For Dummies (Allen), 282
European Journal of Innovation Management (de Jong and Den Hartog), 49
Getting to Yes (Ury, Fisher, and Patton), 227
Harvard Business Review article (Kim and Mauborgne), 81
How to Write a Great Business Plan (Sahlman), 297
How We Think (Dewey), 163
Learned Helplessness (Seligman), 327
Learned Optimism (Seligman), 327
Marketing For Dummies (Hiam), 151, 266, 300
Marketing Kit For Dummies (Hiam), 282, 300
Mastering Business Negotiation (Lewicki and Hiam), 336
Mentoring for Success (Hiam), 59
Nonverbal Communication (Mehrabian), 320
Patents, Copyrights, & Trademarks For Dummies (Charmasson and Buchaca), 276
punctuated equilibrium, 51
quality improvement, 168
question
  closed-ended, 109
  “dumb,” 23
  focus-shift, 126
  forced-choice, 54
  open-ended, 27
quitting, 337
quote, 209

random word technique, 116–117, 141
ingredient, 90–91
recipe, 276
recognition, 49
record keeping, 305
redesign, 146
Redux Web site, 177
reframing
  brainstorming, 102
  conflict, 221–222
  strategy, 86
relate leadership style, 54
relational/concerned leadership style, 57
relevance paradox, 194
reorganization meeting, 318
research
  before brainstorming session, 107
  combining with mind mapping, 134–135
  entrepreneurship, 296
  presentation, 203
reseller, 92
résumé
  business plan, 305
  example of, 39
  looking for evidence of innovative
    contribution in, 177
  for nontraditional interview, 38
  rewriting, 38
  in tabular format, 39
  traditional, 37
return on investment (ROI), 167
reward, 50
risk management
  ability to manage, 61
  financial, 60
  leadership, 60–61
  technological change, 60
risk taking
  boosting your career through, 311
  calculated, 24
  as creativity practice, 24–25
Rogers, Everett M. (diffusion expert), 267
ROI (return on investment), 167
role-modeling behavior, 49
round-sticker method, 122–123
rule, 332
rush to judgment trap, 110

S

Sahlman, William (How to Write a Great
  Business Plan), 297
salary cost, 234
sales and marketing. See marketing
salespeople, 70
Sargent-Welch Web site, 176
satisfice term (Simon), 327
SBA (Small Business Administration), 304
schedule, 73
Schenck, Barbara Findlay (Branding For
  Dummies), 282
sculptural works, 276
S-curve, 271
secret formula, 276
secret project, 254–256, 328–329
secret, trade, 290–292
self-awareness, 253
self-blame, 326
self-censorship, 15
self-determination, 24–25
self-doubt, 15
self-efficacy, 231
Seligman, Martin
  Authentic Happiness, 327
  Learned Helplessness and Learned
    Optimism, 327
selling, 308
service or product line presentation, 302–303
shadow career, 315
shape-brainstorming session, 131
shipping cost, 234
short-term project, 37
shyness, 15
“sideways thoughts” board, 319
Simon, Herbert (satisfice term), 327
site. See Web site
skepticism, 96
sketching, 130
skill, leadership, 59–61
skunkworks, 254–256
slide, presentation, 213–214
Small Business Administration (SBA), 304
small-scale model, in brainstorming
  session, 132
smart mob, 151
snapback behavior, 97
social loafing, 105
social media, 269
social norm marketing, 69–70
social-creatives role, 252
social-logicals role, 252
software, mind mapping, 135–136
solution brainstorming, 226–228
solution set, problem-solving, 164–165
soothsaying technique, 155–156
spending category identification
  budget, 235
  combined savings, 235
  energy cost, 234
  facility cost, 234
  health insurance cost, 234
  inventory cost, 234
  maintenance cost, 234
  parts purchase, 234
  repetitive service and quality problem, 236
  salary cost, 234
  shipping cost, 234
  telecommunications cost, 235
  travel cost, 235
  vehicle cost, 235
  water cost, 235
spoiler, 321
stage fright, 201
statistics, in presentation, 209
sticky note, 132
Stone, Charles A. (Stone and Webster
  consulting firm), 313
storytelling, 211–212
storyboard, 131
strategic alliance
  licensing, 93
  mixing traditional and creative elements,
    81–82
  relevance of, 79
strategic phase, 51, 81
strategic plan, 79
strategist, 79
strategy
  based on greed, 86
  based on real points of interest, 86
  blue ocean, 81
  blue-water, 81–82
  business, 86
  business recreation, 80–82
  change management, 94–97
  complementary, 92
  corporate, 86
  customer embraced, 86
  customer value in, 87
  e-mail, 83
  influencing from bottom up, 83
  levels, 86–87
  lower-level, 86
  marketing, 68, 86
  mattress war example, 87
  out-of-date, 86
  partnership, 92–93
  phase-shifting, 83
  product-based approach, 88–91
  reframing, 86
  strategic innovation cycle, 81
  suggestion box, 83
  underperforming project and product,
    84–85
StratLead Self-Assessment, 56
streaming video, 270
strengths, weaknesses, opportunities, and
  threats (SWOT) analysis, 278
structure the work stage, 251
style. See also leadership style
  conflict, 223–224
  presentation, 213–216
style sheet, 282
suggestion box, 83, 104
Super Eco Web site, 176
supervision, 15
supplier
  brainstorming, 181
  consultation, 181
  evaluation of, 179–180
support
  lack of, 15
  project promotion, 260
survey, customer, 146–147
survival exercise, 160–161
suspending judgment, 227
SWOT (strengths, weaknesses, opportunities, and threats) analysis, 278
symbol, 277

• T •
table of contents, 299
“take-away idea,” 236
tarot card, 155–156
tax identification number, 282
team development
  boundary management, 254
  build the team stage, 251
  charter the team stage, 251
  diverse contribution, 252–253
  energizer role, 253
  exploration task, 252
  external communication, 254
  finish the work stage, 251
  finisher role, 253
  focus, 332
  individual-creative role, 252
  individual-logical role, 252
  internal communication, 254
  member and leader development, 254
  organizer role, 253
  performance management, 254
  secret project, 254–256
  self awareness, 253
  sense of belonging, 332
  skunkworks, 254–256
  social-creative role, 252
  social-logical role, 252
  structure the work stage, 251
  team formation and maintenance, 254
  team leader role, 254
  team vision, 254
Team Leadership Inventory (Trainer’s Spectrum), 254
Team Roles Analysis assessment, 252–253
technological change, 60
telecommunications cost, 235
TESS (Trademark Electronic Search System), 284
text, presentation, 214
thesis statement, 205
ThomasNet News Web site, 178
tight activity, 21
title page, business plan, 299
Toastmasters Web site, 201
toothbrush invention, 262
trade secret, 290–292
trade show
  booth space, 171
  how to find, 172
  which to attend, 173–174
  wrong, 173–174
Trade Show News Network (TSNN) Web site, 172
trademark
  application, 283
  brand identity, 282
  brand management, 281–282
  criteria for, 282–283
  increasing your chances for approval of, 284–285
  as intellectual property, 281–285
  proprietary brand, 281
  rights establishment, 284–285
  tax identification number, 282
Trademark Electronic Search System (TESS), 284
Trainer’s Spectrum Web site, 59, 254, 327
training, 175, 329
transferable skill, 37–39
Transforming Negative Talk booklet, 327
transition process
change management, 96–97
conflict, 226–228
travel cost, 235
TSNN (Trade Show News Network)
Web site, 172

• U •

underperforming project/product, 84–85
uniqueness, 90–91
United Inventors Association Web site, 330
unusual combination form, 195
Ury, William L. (Getting to Yes), 227
U.S. Copyright Office Web site, 280–281
U.S. Patent and Trademark Office, 283, 285

• V •

value assessment, 277
vehicle cost, 235
venture-capital, 305–306
verification (Poincaré thinking process), 48
viability, 179
video
in presentation, 209–210
product, 271
streaming, 270
vision, 46–48
visual aid, 209
visual reference material session, 129
visual stimulus marketing, 74
volunteer
boosting your career through, 315–316
as career opportunity, 37

• W •

Wallas, Graham (The Art of Thought), 47
water cost, 235
weak signal, 194–195

Web site
about this book, 2
All-Biz, 172
Bevent, 172
BuildingGreen, 172
Business Wire, 178
CareerBuilder, 36
Chaordix, 153
Compendium Institute, 136
copyright, 280
Crowd Fusion, 176
Employment Spot, 36
EventsEye, 172
FundingPost, 307
IdeaConnection, 153
iMindMap, 136
InnoCentive, 153
Mindject MindManager, 136
Mom Invented, 153
Monster, 36
National Venture Capital Association (NVCA), 306
NovaMind, 136
Opportunity Knocks, 36
PR Newswire, 178
PRZoom, 178
Redux, 177
Sargent-Welch, 176
Super Eco, 176
ThomasNet News, 178
Toastmaster, 201
Trade Show News Network (TSNN), 172
Trainer’s Spectrum, 59, 254, 327
United Inventors Association, 330
U.S. Copyright Office, 280–281
World Intellectual Property Organization (WIPO), 283
Webster, Edwin S. (Stone and Webster consulting firm), 313
white space, 215
win–win solution, 228–229
withdrawal type body language, 319
WordArt, 216
word-play invention, 192
worker and owner differentiation, 334–335
workspace
  computer desktop, 20
  items needed in, 19–20
  laboratory, 20
  music in, 20
  studio as, 20
World Intellectual Property Organization (WIPO) Web site, 283
written works, 276

• YouTube •

YouTube, 69, 270
<table>
<thead>
<tr>
<th>Category</th>
<th>Title</th>
<th>ISBN</th>
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Alexander Hiam is the author of more than twenty popular books on business, including *Marketing For Dummies* and *Marketing Kit For Dummies*. Formerly a professor at the business school at the University of Massachusetts, Amherst, he has had many Fortune 500 firms and large U.S. government agencies as his clients.
Index

• A •

activity, 21
ad campaign, 71
adopter, 262–264
adventure, 34–37
Adventure Careers, 33
age
as career change barrier, 35
fastest-growing age groups, 42
All-Biz Web site, 172
Allen, Kathleen (Entrepreneurship For Dummies), 282
American Red Cross, 284
analogy
coming up with, 211
as invisible activity in presentation, 210–211
presentation, 207, 210–211
angel investor, 307–308
appendix, 305
application, trademark, 283
art project, 329–330
The Art of Thought (Wallas), 47
assessment
complexity, 220
leadership style, 56
personality, 95
self, 332
StratLead Self-Assessment, 56
value, 277
attendee
brainstorming, 104–106
cost-cutting session, 236
audience, presentation, 200–202
auditory signature, 215–216
Authentic Happiness (Seligman), 327
authorization, 259
avoider versus engager, 223

• B •

back story, 34
background, presentation, 216
back-tracker, 184
Ballbarrow invention (Dyson), 188
banner ad, 272
bar chart, 209
barrier
career change, 34–36
creativity, 14–16
financial, 35
benchmarking industry innovation
businesses to watch for, 176–177
competency alignment, 179
job candidate interview, 177
positive approach to evaluation, 178–179
upstarts and startups, 175–177
what businesses are boasting about, 178
bestseller, as new product, 176
best-selling product, 88
beta testing, 266–267
bias, 327–328
Big Five self-assessment, 332
billboard, 272
blame, 163, 326
blogging, 270
blue ocean strategy, 81
blue-water brainstorming, 81–82
body language
during brainstorming session, 110–111
contraction type, 320
expansion type, 320
expressing optimism through, 63
in meeting, 319–320
during presentation, 216–217
withdrawal type, 319
boosting your career
commission-based job, 314
doing what you love, 313–314
boosting your career (continued)
enthusiasm, 312
parallel career paths, 314–315
problem-solving, 312–313
risk taking, 311
stepping up, 311
through championing, 316
through education, 315
volunteer work, 315–316
booth space, 171
boundary management, 254
brainstorming. See also meeting
about this book, 3
asking for examples about, 118
attendee, 104–106
blue-water, 81–82
body language during, 110–111
braindrawing, 116
brainwriting, 114
breaking into smaller groups, 128
cause-effect diagram, 115
clarification of instructions, 120
closed-end questions, 109
closed-minded thinking, 102, 105
for combination ideas, 186–187
common thinking traps, 110
core methods of, 112–116
cost-cutting session, 240–241
creative chitchat, 138
creative distance, 107
creative facilitation, 101
creative friction in, 106
creative process planning, 106–108
criticism in, 110
critiquing results of, 122–124
cycling between private and
group work, 141
design fixation, 126–127
with diverse group of people, 81
encouragement during, 117
excluding people from, 105
facilitator, 105
facilitator roles in, 108–111
familiarization with challenge
at hand, 111
first-round question-based research, 124
fishbone, 115–116
focus-shift question, 126
freeing the imagination for, 118
free-minded activity, 137
group creativity, 102–104
group dynamics, 101
group size, 105
habitual gestures in, 111
index card, 137
individual, 141
initial briefing, 112–113
initial retreat for, 107
“interesting questions to study” chart, 124
inviting questions for consideration, 104
length, 107–108
list, 205
listening skills, 109
making a case to explore fresh ideas, 103
mind mapping, 116, 133–137
mixing traditional and creative elements, 81
multiday, 108
negative dynamics in, 109–110
nominal group technique (NGT), 137–139
nonverbal behaviors, 110–111
note taking, 106, 132
orientation, 112
Osborn brainstorming rule, 113–114
participant, 118–120
pass-along, 114–115, 139–141
payoff analysis, 168
people with creative chemistry, 104
people with fresh perspective in, 106
persisting long enough, 122–125
positive attitude during, 103
positive reinforcement during, 119
power of incubation, 107
power of team thinking, 137–141
practice for, 119
for presentation, 204–206
problem-solving, 164–165
production blocking, 138
qualifying adjective, 109
random word technique, 116–117, 141
refocusing, 125–126
reframing, 102
researching before, 107
round-sticker method, 122–123
rush to judgment trap, 110
selecting people for, 103
setting the tone, 112
shape, 131
sharpening the view with narrower definitions, 127–128
sketching design for, 130
small-scale model, 132
social loafing, 105
solution, 226–228
stage fright, 119–120
sticky notes for, 132
storyboard, 131
struggling with ideas during, 117
suggestion system for, 104
supplier, 181
visual reference material, 129
visual thinking, 129–130
warm up, 112–113
wrap up, 117
brand identity, 282
brand name, 276
Branding For Dummies (Chiaravalle and Schenck), 282
B2B (business to business), 69
Buchaca, John (Patents, Copyrights, & Trademarks For Dummies), 276
budget, 235
build the team stage, 251
BuildingGreen Web site, 172
burnout, 335–336
business plan
appendix, 305
cash-flow project, 303–304
clarity of the concept, 298
company description, 301
concept length, 298
cover page, 299
credit history, 305
description of, 79
documentation, 305
executive summary, 299–300
financials, 304
funding need, 303–304
market analysis, 300
marketing and sales summary, 302
organization and management, 302
product description, 301
quality of business concept, 298
record keeping, 305
résumé, 305
service or product line presentation, 302–303
table of contents, 299
team strength, 298
title page, 299
business recreation strategy, 80–82
business strategy, 86
business to business (B2B), 69
Business Wire Web site, 178
Bvents Web site, 172

• C •
calmness, 222
caption, 74
career. See also boosting your career
about this book, 2
as adventure, 34–37
career change barrier, 34–36
hobby as, 24
shadow, 315
career path
downward move, 36
entrepreneurial options, 44
freelance and consultative work, 43–44
growing through current employer, 36–37
inventing your next job, 42–44
lateral move, 36
momentum, 36
moving toward growth, 40–42
opportunistic moves, 36–37
parallel, 314–315
proposing new position for yourself, 43
short-term and volunteer projects, 37
transferable skills and experiences, 37–39
utilizing personal and professional networks, 37
CareerBuilder Web site, 36
carrying cost, 35
case history, 211–212
cash-flow projection, 303–304
cause-effect diagram, 115
challenge, 325
champion recruit, 268, 316
change management
disloyalty in, 95
openness to new ideas, 94
painting a clear picture about, 95
personality assessment, 95
resistance to change, 94–96
skepticism, 96
snapback behavior, 97
strategy, 94–97
transition process, 96–97
Chaordix Web site, 153
Charmasson, Henri J. A. (Patents, Copyrights, & Trademarks For Dummies), 276
chart, 209
charter the team stage, 251
Chiaravalle, Bill (Branding For Dummies), 282
Chinese divination symbols, 156
choreographic works, 276
clarity of the concept, 298
clean-slate approach, 233–234
clip art, 216
closed-ended question, 109
closed-minded thinking, 102, 105
cluster analysis, 136
coop leadership style, 54–56
coaching/developmental leadership style, 57
collaborator versus competitor, 223
combination
brainstorming for, 186–187
candy bar example, 185–186
classic, 185–186
copycat product, 193
display board, 196
Dyson example, 188
examples of, 184–185
genetic, 183
need-driven invention, 193
oxymoron invention, 192
power of, 183–184
problem theme, 190–191
problems with solutions, 189–191
relevance paradox, 194
resourcefulness in searching for, 191–193
unusual forms, 195
weak signal, 194–195
word-play invention, 192
commission-based job, 314
communication
innovation process plan, 250
marketing, 69
project promotion, 259
company description, business plan, 301
comparative analysis, 165
Compendium Institute Web site, 136
competence
benchmarking industry innovation, 179
core competency, 93
creativity and, 30
transferable skills and experiences, 37–38
competitor offering, 77
competitor versus collaborator, 223
complaint, 143–144
complementary strategy, 92
confidence, 15, 35
conflict
beginning dialogue in, 222
best way to view, 221
calmness during, 222
competitive negotiation, 224
competitor versus collaborator, 223
outcome, 220
positive focus, 229
problem-solving team, 225–226
reframing, 221–222
respectful listening, 222
safe to share idea acknowledgment, 227
setting good example of teamwork during, 225–226
solution brainstorming, 226–228
style, 223–224
transition process, 226–228
turning into opportunity, 219–222
win–win solution, 228–229

*The Conflict Master Course: Turning Conflict Into Cooperation* workshop, 336

constraint, 73
construction business, 172
consultant, 43–44
consultation
employee, 49
supplier, 181

contest
crowdsourcing, 151
e-mail, 150

contraction type body language, 320
copycat product, 193
copyright
how to, 280–281
as intellectual property, 279–281
legal advice, 280
U.S. Copyright Office Web site, 280–281
Web site, 280
works for hire, 281

core competency, 93
corporate strategy, 86
cost cutting
attendee, 236
brainstorming methods, 240–241
clean-slate approach, 233–234
consequences, 242–243
cost accounting, 239
creative determination, 231–232
documentation, 243–244
employee incentive for, 235
finding losses, 239
frost effect avoidance, 231–233
implementation, 241–244
informing those who will be affected from, 242
learning from others, 236–239
negative side effect, 242, 244
perverse effect, 243

pessimism, 232–233
progress report, 243
proposal evaluation, 241
repetitive service and quality problem, 236
savings creation method, 239–244
self-efficacy, 231
spending category identification, 233–234
take-away idea, 236
tracking and managing, 244
unexpected benefit, 242
cost estimation, 277
cost, patent, 287–289
cover page, business plan, 299
creative brief
creative input, 73
goal setting, 72
the message, 73
schedule and constraint, 73
strategic playing field, 72
target customer profile, 72
creative chemistry, 104
creative determination, 231–232
creative dissatisfaction
cost of not innovating, 170
informed choice, 168
intuition applied with logic, 170
opportunity cost, 170
opportunity recognition, 169–170
creative distance, 107
creative facilitation, 101
creative friction, 106
creative process, 106–108
creative searching stage, 51, 81
creative thinking process (Poincaré), 47–48
creativity
about this book, 3
ad campaign, 71
avoiding isolating situations, 27
balancing tight and loose activity, 21–22
barriers to, 14–16
becoming a leading innovator, 29–31
being aware of your strengths and weaknesses, 15–16
challenging yourself, 24
competence and, 30
controversial issues, 12
creativity (continued)
creative departments, 13
creative force, 12
creative style, 15–16
crossing boundaries for good ideas, 173–175
in daily routine, 21–23
daydreaming, 22
diverse experiences as, 25
energy, 30–31
generating more ideas, 12–14
holding out for more options, 13–14
imagining innovation to meet daily need, 12–13
learning from innovation mentor, 27–28
marketing, 71–75
mentor, 16, 27–28
mind and body exercise, 23
open-ended questions as, 27
Personal Creativity Assessment, 15
as powerful personal asset, 12–16
pursuing interesting questions, 22–23
recognizing great ideas, 13
right-brain activities, 11
seeking broader experience, 24–29
seeking the company of innovators, 26–27
stepping up to development teams and
roles, 30–31
supporting inquisitive behavior, 27–28
surrounding yourself with creative
people, 26–27
taking personal risk, 24–25
thinking outside the box, 174–175
thinking under pressure, 13
through visual image, 16–18
warm-up exercise, 73
workspace needs, 18–20
creativity enabler, 16–17
credibility
as career change barrier, 35
in presentation, 200
credit card, 35
credit history, 305
criticism
in brainstorming session, 110
as creativity barrier, 15
cross-training, 175, 329
Crowd Fusion Web site, 176
crowdsourcing
contest, 151
for new ideas, 151–153
resource, 153
customer
feedback, 144–145
focus group, 144–145
survey, 146–147
customer–embraced strategy, 86
customer profile, 72
customer value, 87
free sampling, 272–273  
inflection point, 271–272  
length, 264–265  
media mix, 268–272  
strategic parameter, 265–266  
diffusion expert (Rogers), 267  
dinner/lunch meeting, 325–326  

*Directory of Venture Capital* (Lister and Harnish), 306  
The *Directory of Venture Capital & Private Equity Firms* (Grey House Publishing), 306  
disagreement. See conflict  
discovery  
launching the project, 258  
as leadership skill, 64  
discrimination, 35  
display board combination, 196  
diversity  
as creativity practice, 25  
lack of, 26  
team, 252–253  
documentation  
business plan, 305  
cost cutting, 243–244  
failure and mistake, 334  
intellectual property, 292  
downward move, 36  
“dumb questions,” 23  

Dyson, James (Ballbarrow invention), 188  

*E*  
earnings estimation, 277  
economic growth, 1  
elder wisdom, 154–155  
e-mail  
contest, 150  
creative conversation in, 150–151  
getting recipient’s attention through, 149–150  
for pass-along brainstorming, 140–141  
request for creative suggestion using, 148–149  
soliciting ideas through, 83  
employee  
consultation, 49  
reward, 50  
employer, growing through current, 36–37  
Employment Spot Web site, 36  
encouragement, 117  
energizer role, 253  
energy cost, 234  
engager versus avoider, 223  
enthusiasm, 312  
entrepreneurship  
angel investor, 307–308  
basic description of, 295  
deciding whether to proceed, 296  
how to develop, 44  
intellectual property protection, 297  
load, 308  
research, 296  
venture-capital, 305–306  

*Entrepreneurship For Dummies* (Allen), 282  
The *European Journal of Innovation Management* (de Jong and Den Hartog), 49  
EventsEye Web site, 172  
executive summary, business plan, 299–300  
exercise, 23  
exhaustion, 15  
extension  
carrying cost, 35  
credit-card debt, 35  
health, 36  
housing, 35  
expert help, 181–182  
explanation, 259  
external communication, 254  

*F*  
Facebook, 151  
facilitator, 105, 108–111  
facility cost, 234  
fact-finding phase, 164  
facts, in presentation, 208–209  
failure, 334  
feedback  
about leadership, 59  
customer, 144–145  
from leadership, 49  
financial barrier, 35  
financial reward, 50  
financial risk management, 60
financials, business plan, 304
finish the work stage, 251
fishbone brainstorming, 115–116
Fisher, Roger (Getting to Yes), 227
Five P’s framework
  people, 76
  placement, 76
  pricing, 75
  product, 75
  promotion, 76
flexibility, design, 249
flowchart, process design, 147–148
focus
  as leadership skill, 64
  team development, 332
focus group, customer, 144–145
focus-shift question, 126
font, 216
forced-choice question, 54
foreign patent protection, 289
free sampling, 272–273
freelancing, 43–44
FreeMind software, 136
funding need, business plan, 303–304
FundingPost Web site, 307

• G •
generic combination, 183
geographic and demographic growth
trends, 41–42
Getting to Yes (Ury, Fisher, and Patton), 227
giving up, 336–337
Global Positioning System (GPS), 184
goal setting
  creative brief, 72
  examples of, 46
  finding abnormal ways to accomplish, 69
  innovation process plan, 249
  as leadership skill, 46–48
GPS (Global Positioning System), 184
geraph, 209
graph, 276
greed, 86
Greenbuild International Expo, 172

• H •
handout, 213–214
Harnish, Tom (Directory of Venture Capital), 306
Hartman, Ross (naval architecture firm), 38
Harvard Business Review article (Kim and
Mauborgne), 81
health
  health insurance cost, 234
  as money saver, 36
Hiam, Alexander
  Marketing For Dummies, 151, 266, 300
  Marketing Kit For Dummies, 282, 300
  Mastering Business Negotiation, 336
  Mentoring for Success, 59
hobby, 24
honesty, 226
hopefulness
  approaching problems with, 162–163
  as positive attitude, 62
hostility. See conflict
housing expense, 35
How to Write a Great Business Plan
  (Sahlman), 297
How We Think (Dewey), 163
humor, in presentation, 207–208

• I •
I Ching, 156
idea generation (Osborn), 3. See also
creativity
IdeaConnection Web site, 153
illumination, 48
imagination. See creativity; intuition
iMindMap Web site, 136
implementation
complexity of, 247
development network, 256–257
group rule, 332
innovation process plan, 248–252
launching the innovation, 257–260
partnership, 257
planning for the worst, 332–333
project promotion, 259–260
rate of adoption projection, 260
team development, 331–332
team innovation, 251–256
incubation
brainstorming session, 107
as part of Poincaré thinking process, 48
index card, 136–137
individual-creative role, 252
individual-logical role, 252
informal champion recruit, 268
initiation, 248
InnoCentive Web site, 153
innovation
about this book, 3
development, 248
integration, 248
mentor, 27–28
innovation process plan
benefit emphasis, 250
communication, 250
design flexibility, 249
four-step diagram, 248
goal, 249
implementation team, 250–251
initiation, 248
introduction, 248
monitoring the result, 250
innovation-oriented leadership, 53
innovative cycle, 16
inquisitive behavior, 27–28
inspiration
customer complaint as, 143–144
customer focus group as, 144–145
customer input for, 143–146
customer survey as, 146–147
instruct leadership style, 54
instructive/directive leadership style, 57
integration, 248
intellectual property
audit, 293
basic description of, 6, 275
brand name, 276
choreographic work, 276
copyright, 279–281
cost estimation, 277
documentation, 292
earnings estimation, 277
entrepreneurship, 297
graphics work, 276
innovation-oriented, 293
investment estimation, 277
motion picture, 276
musical work, 276
patent, 285–290
pictorial work, 276
protective measures for, 292–293
sculptural work, 276
secret formula, 276
SWOT analysis, 278
symbol, 277
tracking protective steps taken, 278–279
trade secret, 290–292
trademark, 281–285
value assessment, 277
what merits protection, 276–277
written work, 276
intellectual stimulation behavior, 49
internal communication, 254
International Registration of Marks, Madrid System, 283
interview
looking for evidence of innovative contribution in, 177
résumé, 38
introduction
innovation process plan, 248
introduction stage, product category, 89
intuition
along with logic, 170
basic description of, 153
elder wisdom, 154–155
I Ching, 156
invention, 155–156
intuition (continued)
naturalistic decision-making (NMD), 154
New Age approach, 153
soothsaying technique, 155–156
tarot card, 155–156
invention
need-driven, 193
word-play, 192
inventors’ club, 330
inventory cost, 234
investment estimation, 277

• J •
judgment, 227

• K •
Kim, W. (Harvard Business Review article), 81
knowledge diffusion behavior, 49

• L •
laboratory, 20
lateral move, 36
lead user, 146
leadership
delegation, 49
demonstrating commitment to
innovation, 48–50
discovery, 64
employee consultation, 49
feedback about, 59
feedback from, 49
focus, 64
getting to know yourself as, 51–55
goal setting, 46–48
innovation-oriented, 53
innovative leadership checklist, 49–50
intellectual stimulation behavior, 49
knowing when innovation is required, 50–51
knowledge diffusion behavior, 49
maintenance-oriented, 52
mentor, 59
positive attitude, 61–63
problem-solving, 64
putting all skills together, 63–65
recognition from, 49
risk management, 60–61
role-modeling behavior, 49
seeking varied experiences, 59–60
skill, 59–61
support, 49
as universal trait in any career, 45
vision, 46–48
visualizing possibility for, 46–50
leadership style
adjusting to creative context, 58
adjusting to fit any situation, 54–56
assessment, 56
coach, 54–56
coaching/developmental, 57
delegate, 54–56
degational/trusting, 57
instruct, 54
instructive/directive, 57
knowing which style to use, 55
relate, 54
relational/concerned, 57
leadership volume, 51
Learned Helplessness (Seligman), 327
Learned Optimism (Seligman), 327
leverage, 258
Lewicki, Roy J, (Mastering Business Negotiation), 336
licensing, 93
life-cycle, product, 88–89
line graph, 209
listening skills, 109
Lister, Kate (Directory of Venture Capital), 306
loan, 308
logic, 170
logo, 214, 277
loose activity, 21
loss, minimizing the, 168
lunch/dinner meeting, 325–326
M

Madrid System for International Registration of Marks, 283
maintenance cost, 234
maintenance-oriented leadership, 52
major problem, 324–325
market analysis, business plan, 300
marketing
abnormal ways to accomplish goals, 69
ad campaign, 71
assessing and violating the norm, 68–70
caption, 74
communication, 69
competitor offering, 77
creative brief, 72–73
creativity, 71–75
Five Ps framework, 75
free sampling, 272–273
narrowing your focus, 75–77
as power impact, 67–68
salespeople, 70
social norm, 69–70
strategy, 68, 86
visual stimulus, 74
YouTube, 69
marketing and sales summary, 302
Marketing For Dummies (Hiam), 151, 266, 300
Marketing Kit For Dummies (Hiam), 282, 300
mass mailing, 272
Mastering Business Negotiation (Lewicki and Hiam), 336
maturity stage, product category, 89
Mauborgne, R. (Harvard Business Review article), 81
meeting. See also brainstorming
asking for multiple alternatives in, 322
asking for original information and ideas in, 317
body language in, 319–320
brainstorming, 321–322
controlling topic in, 320–321
length, 321
location, 322
lunch/dinner, 325–326
with mentor, 29
problem resolution, 318–319
reorganization, 318
“sideways thoughts” board, 319
spoiler, 321
Mehrabian, Albert (Nonverbal Communication), 320
mental bias, 327–328
mentor
creativity, 16
innovation, 27–28
leadership, 59
meeting with, 29
mentoring others, 29
personally inspired, 28
Mentoring for Success (Hiam), 59
mind and body exercise, 23
mind mapping. See also brainstorming
as brainstorming technique, 116
cluster analysis, 136
combining research with, 134–135
index card, 136
mind map drawing, 133
producing insight and proposal from, 136–137
software, 135–136
Mindjet MindManager Web site, 136
mistake, 334
Mom Invented Web site, 153
momentum, 36
monitoring, 50
Monster Web site, 36
motion picture, 276
music
musical works, 276
in workspace, 20
MySpace, 151

N

National Venture Capital Association (NVCA) Web site, 306
naturalistic decision-making (NMD), 154
nature, as intuition, 154
naval architecture firm (Hartman), 38
need-driven invention, 193
negative dynamics, 109–110
negotiation, 259
news business, 176
NGT (nominal group technique)
generating ideas using, 138
for group-decision making, 137–138
increasing productivity of group using, 139
taking votes using, 138
NMD (naturalistic decision-making), 154
*Nonverbal Communication* (Mehrabian), 320
note taking, 106, 132
NovaMind Web site, 136
NVCA (National Venture Capital Association) Web site, 306

• O •
open-ended questions, 27
open-mindedness, 224
opportunity cost, 170
Opportunity Knocks Web site, 36
optimism
approaching problems with, 162–163
as positive attitude, 62
pragmatic approach to, 62
through body language, 63
organization
business plan, 302
how this book is organized, 4–6
presentation, 200
organizer role, 253
orientation
brainstorming session, 112
leadership, 52–53
Osborn, Alex
brainstorming rules, 113–114
idea generation, 3
outline-oriented presentation, 207
out-of-date strategy, 86
overcommitment, 85
owner and worker differentiation, 334–335
oxymoron invention, 192

• P •
parallel career path, 314–315
partnership
implementation, 257
strategy, 92–93
parts purchase cost, 234
part-time project, 37
pass-along brainstorming
changing dynamics using, 139
e-mail version of, 140
instruction, 114–115
passing tough questions using, 140
storytelling during, 140
patent
abstract, 287
checking references in, 287
cost, 287–289
foreign patent protection, 289
full-text search post-1976, 286
as intellectual property, 285–290
licensing agreement, 290
provisional, 289–290
searching existing, 286–287
uniqueness, 285
usefulness, 285
worth of applying for, 288–289
*Patents, Copyrights, & Trademarks For Dummies* (Charmasson and Buchaca), 276
Patton, Bruce M. (*Getting to Yes*), 227
payoff analysis
boosting through creative techniques, 167
brainstorming, 168
maximize the profit, 168
minimize the loss, 168
payoff table creation, 166–167
quality improvement, 168
performance management, 254
persistence, 323–324
personal creativity. *See also* creativity
fastest-growing age group, 42
fast-growing cities, 41–42
geographic and demographic growth trends, 41–42
Personal Creativity Assessment, 15
credibility in, 200
design, 214
design, 214
excitement in, 202five tools of, 207
font, 216
framework, 206–207
fresh perspective in, 204
good example of, 215
good presentation importance, 199
good presentation importance, 199
handout, 213–214
humor in, 207–208
insight, 202
list, 205
logo, 214
organization, 200
outline-oriented, 207
persuasion in, 207
photograph, 209–210
point of view, 206
presentation
analogy, 210–211
audience, 200–202
auditory signature, 215–216
authoritative source, 207
background, 216
bad example of, 215–216
body language during, 216–217
brainstorming for, 204–206
chart, 209
chart, 209
credibility in, 200
design, 214
design, 214
excitement in, 202five tools of, 207
font, 216
framework, 206–207
fresh perspective in, 204
good example of, 215
good presentation importance, 199
good presentation importance, 199
handout, 213–214
humor in, 207–208
insight, 202
list, 205
logo, 214
organization, 200
outline-oriented, 207
persuasion in, 207
photograph, 209–210
point of view, 206
presentation
analogy, 210–211
audience, 200–202
auditory signature, 215–216
authoritative source, 207
background, 216
bad example of, 215–216
body language during, 216–217
brainstorming for, 204–206
chart, 209
chart, 209
creativity prompts, 162
misdiagnosed, 164
misdiagnosed, 164
misdiagnosed, 164
misdiagnosed, 164
misdiagnosed, 164
problem (continued)
postponing decisions based on, 161
survival exercise, 160–161
think-of-uses-for-brick test, 162
turning into innovation opportunity, 159–163
problem theme, 190–191
problem-solving
best alternative approach, 165–166
boosting your career through, 312–313
brainstorming, 164–165
comparative analysis, 165
defining the problem, 163–164
Dewey’s method of solving, 163–165
fact-finding phase, 164
as leadership skill, 64
payoff analysis, 166–168
solution set, 164–165
team, 225–226
process design
flowchart, 147–148
redesign, 146–148
product
best-selling, 88
copycat, 193
Five Ps framework, 75
life-cycle, 88–89
rating, 90–91
underperforming, 84–85
product category, 88–89
product description, 301
product line, 88
product or service line presentation, 302–303
product video, 271–272
product-based strategy, 88–91
production blocking, 138
production stage, 51, 81
professionalism, 200
profit
maximizing the, 168
product rating, 90–91
profit margin, 90
progress report, cost cutting, 243
project
accounting for each project separately, 333–334
underperforming, 84–85
project promotion
authorization, 259
communication, 259
explanation, 259
negotiation, 259
support, 260
projection, 260
promotion (Five Ps framework), 76
proposal. See presentation
proprietary brand, 281
provisional patent, 289–290
provocation, 149
PRZoom Web site, 178
publication
The Art of Thought (Wallas), 47
Authentic Happiness (Seligman), 327
Branding For Dummies (Chiaravalle and Schenck), 282
The Directory of Venture Capital & Private Equity Firms (Grey House Publishing), 306
Directory of Venture Capital (Lister and Harnish), 306
Entrepreneurship For Dummies (Allen), 282
European Journal of Innovation Management (de Jong and Den Hartog), 49
Getting to Yes (Ury, Fisher, and Patton), 227
Harvard Business Review article (Kim and Mauborgne), 81
How to Write a Great Business Plan (Sahlman), 297
How We Think (Dewey), 163
Learned Helplessness (Seligman), 327
Learned Optimism (Seligman), 327
Marketing For Dummies (Hiam), 151, 266, 300
Marketing Kit For Dummies (Hiam), 282, 300
Mastering Business Negotiation (Lewicki and Hiam), 336
Mentoring for Success (Hiam), 59
Nonverbal Communication (Mehrabian), 320
Patents, Copyrights, & Trademarks For Dummies (Charmasson and Buchaca), 276
punctuated equilibrium, 51
quality improvement, 168
question
closed-ended, 109
“dumb,” 23
focus-shift, 126
forced-choice, 54
open-ended, 27
quitting, 337
quote, 209
random word technique, 116–117, 141
rating, product, 90–91
recipe, 276
recognition, 49
record keeping, 305
redesign, 146
Redux Web site, 177
reframing
  brainstorming, 102
  conflict, 221–222
  strategy, 86
relate leadership style, 54
relational/concerned leadership style, 57
relevance paradox, 194
reorganization meeting, 318
research
  before brainstorming session, 107
  combining with mind mapping, 134–135
  entrepreneurship, 296
  presentation, 203
reseller, 92
résumé
  business plan, 305
  example of, 39
looking for evidence of innovative
  contribution in, 177
for nontraditional interview, 38
rewriting, 38
in tabular format, 39
traditional, 37
reward, 50
risk management
  ability to manage, 61
  financial, 60
  leadership, 60–61
  technological change, 60
risk taking
  boosting your career through, 311
  calculated, 24
  as creativity practice, 24–25
Rogers, Everett M. (diffusion expert), 267
ROI (return on investment), 167
role-modeling behavior, 49
round-sticker method, 122–123
rule, 332
rush to judgment trap, 110
Sahlman, William (How to Write a Great
  Business Plan), 297
salary cost, 234
sales and marketing. See marketing
salespeople, 70
Sargent-Welch Web site, 176
satisfice term (Simon), 327
SBA (Small Business Administration), 304
schedule, 73
Schenck, Barbara Findlay (Branding For
  Dummies), 282
sculptural works, 276
S-curve, 271
secret formula, 276
secret project, 254–256, 328–329
secret, trade, 290–292
self-awareness, 253
self-blame, 326
self-censorship, 15
self-determination, 24–25
self-doubt, 15
self-efficacy, 231
Seligman, Martin
  Authentic Happiness, 327
  Learned Helplessness and Learned
  Optimism, 327
selling, 308
service or product line presentation, 302–303
shadow career, 315
shape-brainstorming session, 131
shipping cost, 234
short-term project, 37
shyness, 15
“sideways thoughts” board, 319
Simon, Herbert (satisfice term), 327
site. See Web site
skepticism, 96
sketching, 130
skill, leadership, 59–61
skunkworks, 254–256
slide, presentation, 213–214
Small Business Administration (SBA), 304
small-scale model, in brainstorming session, 132
smart mob, 151
snapback behavior, 97
social loafing, 105
social media, 269
social norm marketing, 69–70
social-creatives role, 252
social-logicals role, 252
software, mind mapping, 135–136
solution brainstorming, 226–228
solution set, problem-solving, 164–165
soothsaying technique, 155–156
spending category identification
  budget, 235
  combined savings, 235
  energy cost, 234
  facility cost, 234
  health insurance cost, 234
  inventory cost, 234
  maintenance cost, 234
  parts purchase, 234
  repetitive service and quality problem, 236
  salary cost, 234
  shipping cost, 234
telecommunications cost, 235
travel cost, 235
vehicle cost, 235
water cost, 235
spoiler, 321
stage fright, 201
statistics, in presentation, 209
sticky note, 132
Stone, Charles A. (Stone and Webster consulting firm), 313
storytelling, 211–212
storyboard, 131
strategic alliance
  licensing, 93
  mixing traditional and creative elements, 81–82
  relevance of, 79
strategic phase, 51, 81
strategic plan, 79
strategist, 79
strategy
  based on greed, 86
  based on real points of interest, 86
  blue ocean, 81
  blue-water, 81–82
  business, 86
  business recreation, 80–82
  change management, 94–97
  complementary, 92
corporate, 86
customer embraced, 86
customer value in, 87
e-mail, 83
influencing from bottom up, 83
levels, 86–87
lower-level, 86
marketing, 68, 86
mattress war example, 87
out-of-date, 86
partnership, 92–93
phase-shifting, 83
product-based approach, 88–91
reframing, 86
strategic innovation cycle, 81
suggestion box, 83
underperforming project and product, 84–85
StratLead Self-Assessment, 56
streaming video, 270
strengths, weaknesses, opportunities, and threats (SWOT) analysis, 278
structure the work stage, 251
style. See also leadership style
conflict, 223–224
presentation, 213–216
style sheet, 282
suggestion box, 83, 104
Super Eco Web site, 176
supervision, 15
supplier
brainstorming, 181
consultation, 181
evaluation of, 179–180
support
lack of, 15
project promotion, 260
survey, customer, 146–147
survival exercise, 160–161
suspending judgment, 227
SWOT (strengths, weaknesses,
opportunities, and threats)
analysis, 278
symbol, 277

• T •
table of contents, 299
“take-away idea,” 236
tarot card, 155–156
tax identification number, 282
technological change, 60
telecommunications cost, 235
TESS (Trademark Electronic
Search System), 284
text, presentation, 214
thesis statement, 205
ThomasNet News Web site, 178
tight activity, 21
title page, business plan, 299
Toastmasters Web site, 201
toothbrush invention, 262
trade secret, 290–292
trade show
booth space, 171
how to find, 172
which to attend, 173–174
wrong, 173–174
Trade Show News Network (TSNN)
Web site, 172
trademark
application, 283
brand identity, 282
brand management, 281–282
criteria for, 282–283
increasing your chances for approval of,
284–285
as intellectual property, 281–285
proprietary brand, 281
rights establishment, 284–285
tax identification number, 282
Trademark Electronic Search System
(TESS), 284
Trainer’s Spectrum Web site, 59, 254, 327
training, 175, 329
transferrable skill, 37–39
Transforming Negative Talk booklet, 327
transition process
  change management, 96–97
  conflict, 226–228
travel cost, 235
TSNN (Trade Show News Network)
  Web site, 172

• U •

underperforming project/product, 84–85
uniqueness, 90–91
United Inventors Association Web site, 330
unusual combination form, 195
Ury, William L. (*Getting to Yes*), 227
U.S. Copyright Office Web site, 280–281
U.S. Patent and Trademark Office, 283, 285

• V •

value assessment, 277
vehicle cost, 235
venture-capital, 305–306
verification (Poincaré thinking process), 48
viability, 179
video
  in presentation, 209–210
  product, 271
  streaming, 270
vision, 46–48
visual aid, 209
visual reference material session, 129
visual stimulus marketing, 74
volunteer
  boosting your career through, 315–316
  as career opportunity, 37

• W •

Wallas, Graham (*The Art of Thought*), 47
water cost, 235
weak signal, 194–195

Web site
  about this book, 2
  All-Biz, 172
  Bevent, 172
  BuildingGreen, 172
  Business Wire, 178
  CareerBuilder, 36
  Chaordix, 153
  Compendium Institute, 136
  copyright, 280
  Crowd Fusion, 176
  Employment Spot, 36
  EventsEye, 172
  FundingPost, 307
  IdeaConnection, 153
  iMindMap, 136
  InnoCentive, 153
  Mindject MindManager, 136
  Mom Invented, 153
  Monster, 36
  National Venture Capital Association (NVCA), 306
  NovaMind, 136
  Opportunity Knocks, 36
  PR Newswire, 178
  PRZoom, 178
  Redux, 177
  Sargent-Welch, 176
  Super Eco, 176
  ThomasNet News, 178
  Toastmaster, 201
  Trade Show News Network (TSNN), 172
  Trainer’s Spectrum, 59, 254, 327
  United Inventors Association, 330
  U.S. Copyright Office, 280–281
  World Intellectual Property Organization (WIPO), 283
  Webster, Edwin S. (Stone and Webster consulting firm), 313
white space, 215
win–win solution, 228–229
withdrawal type body language, 319
WordArt, 216
word-play invention, 192
worker and owner differentiation, 334–335
workspace
  computer desktop, 20
  items needed in, 19–20
  laboratory, 20
  music in, 20
  studio as, 20
World Intellectual Property Organization
  (WIPO) Web site, 283
written works, 276

• Y •

YouTube, 69, 270
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Alexander Hiam is the author of more than twenty popular books on business, including *Marketing For Dummies* and *Marketing Kit For Dummies*. Formerly a professor at the business school at the University of Massachusetts, Amherst, he has had many Fortune 500 firms and large U.S. government agencies as his clients.