



# **The Innovator's Path: How Individuals, Teams, and Organizations Can Make Innovation Business- as-Usual**

*Madge M. Meyer*

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**A guide to creating and sustaining a culture of innovation focused on business value**

*The Innovator's Path* introduces business readers to thought leader Madge M. Meyer's unique, cross-cultural perspective on corporate innovation. The book presents eight essential disciplines (Listen, Lead, Position, Promote, Connect, Commit, Execute, and Evolve) that pave the way for individuals, teams, and organizations to continually innovate in ways that create new business value. The author overturns existing assumptions about inspiring and managing innovation, while offering new insights and practical advice for aspiring innovators and corporate leaders. Meyer demonstrates her points by telling the stories behind many of her award-winning results and adds engaging personal anecdotes to illustrate many of her points. The book also contains contributions from an extraordinary and diverse set of industry innovators.

Offers new ways for cultivating a mindset and culture of results-focused innovation and business value creation

- Equips CEOs, CFOs, CIOs, CMOs, COOs, CTOs and aspiring innovators with proven principles and practices for leading innovation
- Focuses her readers' attention on the eight essential disciplines that help individuals, teams, and organizations innovate more successfully

Whether your focus is on your career, your team's success, or your organization's future, *The Innovator's Path* provides you with the insights, strategies, techniques, and inspiration you need to accelerate your innovation progress.

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