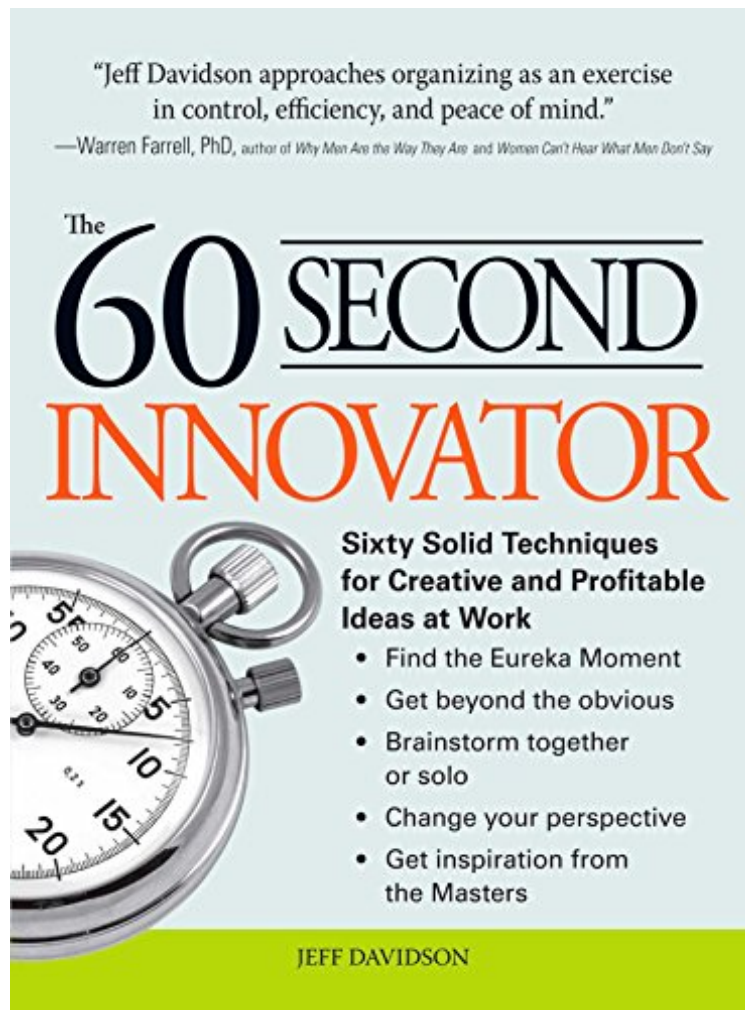


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The 60 Second Innovator: Sixty Solid Techniques for Creative and Profitable Ideas at Work

Jeff Davidson

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Jeff Davidson : The 60 Second Innovator: Sixty Solid Techniques for Creative and Profitable Ideas at Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 60 Second Innovator: Sixty Solid Techniques for Creative and Profitable Ideas at Work:

16 of 16 people found the following review helpful. Great TipsBy Lisa SheaUsually when I read through a book to review it I take a page or two of notes, some about good points, some about issues. With The 60 Second Innovator I took 8 pages of notes, and most of them were on useful tips to remember. The book packs a lot of information into a small size! You could say that much of this is common sense, but clearly most of us need reminders on some of these points, to pay more attention to them. For example, listen to *all* feedback you get, no matter how it comes in. How many of us get defensive when we hear criticism, or dismiss a comment because we don't feel like hearing that

person's opinion? Even if you receive a harsh message, look for the kernel of good in it - the change you can make to improve. If we listen to *every* type of suggestion that comes our way - whether by email, conversation, phone, or text - and we honestly examine it for ways we might improve, we could all make incredible changes in our careers and companies. Many of the tips are like this. Subscribe to industry magazines, read industry websites, and immerse yourself in your chosen world. You never know what random page or article will give you just the information you need to take that next step! Keep searching and thinking and growing. Combine ideas together. Combine services together! Research, learn, and then also give your brain quiet time to synthesize all this knowledge. Yes it's important to learn every detail you can - then give your grey cells the opportunity to merge together this knowledge into a new breakthrough idea. Keep offering your brain new techniques. Use vision boards, doodling, word lists, numbered steps, and switch between them. A new system might give you that insight that eluded you. Surround yourself with people who believe in your cause, who you can bounce ideas off of and get new insights. Take notes to reinforce things you're learning. Record conversations when it's legal. Fill your environment with inspiring images and colors - create a paradise for your mind to flower in. *Every* task you do can be tweaked and improved - look for those opportunities. Also, prepare for the unexpected. Life never goes as planned, account for that. Bring notebooks to write in, books to read, to make use of down time. Most of all, the book talks about opening your horizons and getting yourself open to new possibilities. Take a field trip, look through old files to see what new thoughts are in there, rearrange your desk, drive a different path to your chores, celebrate your victories, learn from your mis-steps and move on. Well recommended for any person who wants to help make their life or work environment better. 6 of 6 people found the following review helpful. 60 Second Innovator is Manna from Heaven By Raleigh Pinsky I carry the 60 Second Innovator in my brief case, and have been known to take it along to my bath, often. The book is dog eared and marked up. I consider it my Holy Grail, my Lifeline to Sanity. I read each of these "60 seconds" over and over again, even though I now know most of the 60 by heart. I am amazed at the spark of creativity I take away. It's like the aha after a meditation. Yes, for me the book is just that. It even talks about the Japanese meditation Kaizen. In a business book? And I come out more creative, adaptable, introspective, and eager to use each of the 60 to forward my not so forward thinking. I was introduced to Jeff and his beliefs on self-growth, innovation, team work, embracing change, when we were both speaking at the National Speakers Association in 1993. His information is solid. The thing I like about his material is that even though the concept is things we all know, Jeff's interpretation keeps pace with the time. I would follow him and his thinking anywhere, even if it were more than 60 seconds. Thank you Jeff. 5 of 5 people found the following review helpful. Davidson Strikes Creative Gold - Buy This Book By David Newman Jeff Davidson is a prolific thinker and author. This volume shares 60 top techniques for more creativity and higher levels of innovation - both in business and in life. A ready-access volume of inspiration and implementation when it comes time for your creative juices to flow abundantly. Take Jeff's advice in this book and you will soon benefit from rapid shifts in your thinking AND your doing. An excellent must-have resource for your personal library.-- David Newman, author of Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition

When the economy's in free fall, the strongest competitors are the ones rooted in innovation. Today, managers are screaming for innovators who can break through to the next level of business and technology. In sixty succinct, humorous tips, Jeff Davidson helps you learn the practices that will make you a great innovator, such as: Develop the qualities all innovators share Embrace change Enhance out-of-the-box thinking Find new solutions to old problems Be a business innovator as well as a team player This guide doesn't just show you how to think outside of the box--it shows you how to hop out of the box, pick it up, turn it upside down, and shake out new ideas for profit and success!

About the Author Jeff Davidson (Raleigh, NC) is the author of The 60-Second Organizer and The 60-Second Self-Starter, as well as many other books and articles about making the best use of one's time and efforts. In recent years, nine of his speeches have been published in editions of Vital Speeches of the Day. Davidson's articles have appeared in USA Today, the Los Angeles Times, the New York Times, the San Francisco Chronicle, and the Chicago Tribune. He has made appearances on Good Morning America, CBS Nightwatch, CNBC, Ask Washington, and hundreds of regionally based talk shows.