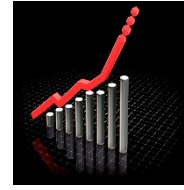


The ideas game



How to hatch innovation: from ideas incubator to business accelerator



About these notes

The resources below are among the many I've used over the years to inform my keynote presentations on the environment as a pathway to innovation.

I have a generic one and another one that I have developed specifically for the civil construction sector as part of my professional speaking portfolio.

I love speaking at conferences – just ask me! go to www.clarefeeney.com/speaking.

The resources in this summary will help you nurture and operationalize innovative thinking in your organization. There is a wealth of information out there – this is only a start. Good luck!

Oh... and if there is only ONE thing you can do right now – then take out a corporate subscription to New Scientist magazine, and put each issue on the coffee table at work. Every week, different people will find something in there that provokes or informs innovative thinking and widens your collective world view.

Good books

These books are listed under general topic headings and roughly in order of usefulness and relevance – do remember that many others are out there. Read magazines and newspapers and look out for book reviews in both the general and business pages.

Creativity

Guy Claxton. 1997. Hare Brain, Tortoise Mind: why intelligence increases when you think less. Fourth Estate, London. Find out more about Guy's thinking at <http://www.guyclaxton.com/>.

Gregory Berns. 2008. Iconoclast: a neuroscientist reveals how to think differently. Harvard Business School Press. Find out more about the author at <http://www.ccnl.emory.edu/greg/>.

Jonah Lehrer. 2012. Imagine: how Creativity Works. Houghton Mifflin Harcourt; First Edition edition (March 19, 2012) Find out more at <http://www.jonahlehrer.com/>.

Roger von Oech. 1983. A whack on the side of the head: how you can be more creative. Warner Books, New York. See also his 1986 book, A kick in the seat of the pants: using your explorer, artist, judge & warrior to be more creative (Harper Perennial, a Division of HarperCollins Publishers). Find out more about Roger's other books and thinking at <http://www.creativethink.com/>.

Kathryn Schulz. 2011. Being Wrong: Adventures in the Margin of Error. Ecco. Find out more at <http://beingwrongbook.com/>.



Clare Feeney is a sustainability strategist who helps organisations of all types grow their sustainability capability. She can help you grow jobs, increase profits and improve the environment – and have fun along the way! You can find out more at www.clarefeeney.com and contact her at clare@clarefeeney.com.

Business innovation

Stephen M Shapiro. 2011. Best practices are stupid: 40 ways to out-innovate the competition. Portfolio Hardcover (September 29, 2011). Find out more at <http://www.steveshapiro.com/> and <http://www.steveshapiro.com/best-practices-are-stupid/>.

Peter Senge. 1994. The Fifth Discipline: The Art & Practice of the Learning Organization. Doubleday Business. See also The Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organization (also 1994). Find out more at <http://sloanm.it/Pncg8q>.

Scott Berkun. 2010. The Myths of Innovation. O'Reilly Media. See <http://www.scottberkun.com/>.

Peter Sheahan. 2007. FLIP – how counter-intuitive thinking is changing everything from branding and strategy to technology and talent. Random House, Australia. Find out more about Peter at <http://www.petersheahan.com/>.

Edward de Bono. 1985. Six thinking hats. Little, Brown and Company, New York. Read anything at all by this man – he started off the “lateral thinking” movement and has helped companies make a real difference for the environment with his innovative thinking. Find out more at <http://www.edwdebono.com/>.

Tom Peters. 1999. The circle of innovation. Vintage Books, a division of Random House, New York. Find out more at <http://www.tompeters.com/>.

I also referred to the work of Dr Norman Chorn, who is based in Sydney, Australia. Find out more about his Centre for Strategy Development at <http://www.centstrat.com/>.

The need for more radical approaches to save the civil construction sector

Richard Louv. 2010. Last child in the woods: saving our children from nature deficit disorder. Revised and updated. Atlantic books, London. Find out more at <http://richardlouv.com/>.

Storm Cunningham. 2002. The restoration economy: the greatest new growth frontier. Berrett-Koehler Publishers Inc., San Francisco. Find out more at <http://www.stormcunningham.com/>.

Chandran Nair. 2011. Consumptionomics: Asia's Role in Reshaping Capitalism and Saving the Planet. Wiley. Find out more about Chandran's amazing work at GIFT, his Global Institute for Tomorrow, at <http://www.global-inst.com/>.

Good magazines

I subscribe to a number of different magazines, listed below – talk amongst your colleagues at work and make a selection of diverse choices – break into some different networks!

New Scientist: <http://www.newscientist.com/>: if you subscribe, you will be able to find the article on the value of different networks in the issue of 26 May 2012, online; and the one on “Going green won't kill jobs during hard times” in the 28 March 2012 issue. Weekly.

Scientific American: <http://www.scientificamerican.com/>. Monthly.

Scientific American MIND: <http://www.scientificamerican.com/sciammind/>. Two-monthly.

New Zealand Listener: <http://www.listener.co.nz/>. Weekly.

Harvard Business Review: <http://hbr.org/>

And the wonderfully irreverent Private Eye magazine in the UK: <http://www.private-eye.co.uk/>.



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Other ideas

Open your mind by going to **Film Festivals** and **Writers and Readers Festivals** – there are wonderful documentaries to see and increasing numbers of business and environmental authors to hear at these events. Even the occasional good novel to read....

See the New Zealand Herald article “Crowd computing hits target” on crowd-sourced funding at <http://bit.ly/Mmwnko>.

I also listen to Kim Hill on Saturday mornings and Chris Laidlaw on Sunday mornings on Radio New Zealand National – you can subscribe to their weekly email notifications of forthcoming interviews and listen online or download podcasts from <http://www.radionz.co.nz/national>.

To hear two very different interviews about innovation, go to <http://www.radionz.co.nz/national/programmes/saturday/20120721> and listen to Kim Hill’s interviews with Joe Justice and Tim Myer, followed by Stu Barr. The website blurb for each interview is below.

Seattle “entrepreneur” Joe Justice is a business process consultant at [SolutionsIQ](#) and CEO of [WIKISPEED](#), and has been a registered automotive manufacturer since 2006. Tim Myer has worked for the past eight years with teams in telecommunications, consumer finance, healthcare, government and the social web to deliver better products to market faster. He joined the [WIKISPEED](#) team last December to help revolutionise the way people can work together, and change the automotive industry one modular car at a time. Joe and Tim have been visiting New Zealand as guests of [Tait Communications Ltd](#) in Christchurch, and gave two public talks.

Stu Barr heads the market development team at [Goodnature](#), a Wellington company that designs and manufactures automatic traps that humanely kill pest animals and then reset themselves.

Links

Clare Feeney, Accredited Professional Speaker, www.clarefeeney.com and www.ebg.co.nz.

Look for my blog on how openness to different views builds brain resilience – my blog is now on my website at www.clarefeeney.com/blog.

Awards

- "Bright Star" of the Year - 2009 - NSANZ (National Speakers Association),
- Joint winner "Outstanding Contribution Award", NZ Association of Resource Management, November 2009

Email: clare@clarefeeney.com

What else gets your vote?

Email me if you find any useful information you’d like to share and I’ll update this article – and acknowledge you if you wish. Look for more free articles and links on my website.



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