

Innovation experts publish holistic framework to achieving game-changing innovation

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The cover for the Tao of Innovation. Credit: Teng-Kee Tan (University of Missouri, Kansas City, USA), Hsien Seow (McMaster University, Canada), Sue Tan Toyofuku (Innovation Consultant, USA), 2014

Renowned innovation expert, Dr. Teng-Kee Tan, has published his latest book, *"The Tao of Innovation: Nine Questions Every Innovator Must Answer"* with Imperial College Press.

The Tao of Innovation walks readers through a holistic set of nine key [innovation](#) questions that every innovator must answer throughout the innovation cycle, from idea to implementation and beyond. The book provides a framework and strategies to help innovators change the very structure of a business and create new business models and opportunities. In short, this book is an action-plan to help readers develop a strategy to implement real change and ultimately achieve their innovation dream.

The book synthesizes the most influential thinking on innovation, based on nearly 30 years of real-world corporate, entrepreneurial, and consulting experience, and more than 10 years of teaching innovation and entrepreneurship to thousands of students from all walks of life and countries.

The framework and questions apply to any business or organization and illuminate reasons why some innovations succeed while others fail. This is important because the world's problems are increasingly complex and require game-changing ideas to make a real difference and shift away from outdated and ineffective models. But the reality is that game-changing innovation is a Herculean feat, with high risks, a high likelihood of failure, and a great deal of mystery and uncontrollable forces.

Few books currently exist to help people navigate the daunting journey of game-changing innovation from a holistic approach; for that reason this book was written to fill this gap and serve as a catalyst for ground-breaking change.

This book is dedicated to helping big-picture dreamers and visionaries who want to shape the future for the better and dare to dream big, regardless of the industry or organization in which they work or the professional title they hold. It targets individuals who have a passion for

initiating change but struggle to find a process or methodology that helps them translate their dream into practical action steps that will get them through implementation. It aims to help organizations of all types proactively stay ahead in a rapidly changing world and ultimately help readers fulfill their innovation dream.

The Tao of Innovation contributes to the innovation and entrepreneurship knowledge base in five unique ways.

First, most innovation books delve deeply into a particular theory, but no one theory can explain every phenomenon or solve every business problem. This book synthesizes multiple theories into a practical framework to serve as a roadmap for innovation.

Second, unlike most other books on innovation, the Tao of Innovation addresses the complexities of real-world implementation and how to overcome organizational resistance to change, which are often the biggest stumbling blocks to innovation, especially for large organizations. It blends the art, science and philosophy of what it takes to be an innovator.

Third, this book is also intended to help the reader develop an immediate action plan. Each chapter contains tools and exercises to help answer the nine key questions and create a strategy to implement real change right away.

Fourth, the book's very design and reading experience is innovative and visual. The layout and graphics help one grasp complex concepts quickly, perform educational exercises, and thus, learn by doing. Unlike conventional business, management and strategy [books](#), it is highly visual, intuitive, and engaging. Rather than page after page of text, theories and data, the authors have woven together a story that marries the art and science of innovation, using rich imagery and metaphors,

illustrative business cases and examples, helpful summaries and actions steps and practical tools to use beyond the book.

Fifth, and perhaps most important, this book was deliberately conceived to help ordinary people do extraordinary things. The authors want to help those who aspire to build a better world to learn how to achieve that goal. The goal of the book is to inspire others to innovate purposefully so as to transform an industry or system but also to advance society and human civilization.

This is not your typical business book. It began as a family project inspired by the life teachings of Teng-Kee Tan, PhD, former dean of the Henry W. Bloch School of Management, University of Missouri, Kansas City (MBA, Kellogg School of Management, Northwestern University, and PhD, Judge Institute of Management Studies, University of Cambridge). Dr. Tan is the founder of the renowned MSc program in Technology Innovation and Entrepreneurship Program at Nanyang University. He has been a visiting scholar at Harvard Business School and a visiting professor at China's Nanjing University and Xiamen University. The book is co-authored by his nephew, healthcare innovator Hsien Seow, PhD, and his daughter, seasoned design and innovation consultant, Sue Tan Toyofuku, MSc. Each of them was grappling with their own challenges to bring about innovation and positive change in their respective careers as teachers, researchers and consultants. As they pursued their lives independently in different countries and fields, they eventually found themselves walking together on the path of innovation. They combined forces and began learning from one another, especially how to teach innovation to others. Over several years, they created this book to help you navigate the complex world of innovation and realize your innovation dream.

This book was written to serve a diverse range of readers and professionals, wherever they may be in their innovation journey:

- "Learners" who may not have much real-world experience or business knowledge yet, but want to get an overview of the best in innovation thinking. This book will provide a broad understanding of the process of innovation and an overarching framework that you can build upon as you learn more about business, management, and innovation.
- "Doers" who are on the front lines of implementation, perhaps working on one part of a larger initiative for change, but are struggling with figuring out how to get from "here" to "there." This book will help determine what steps to take to create value and shape your organization's future.
- "Enablers" who leverage expertise and resources to influence and help others to achieve their innovation goals but wonder if they are following the best advice. This book will help you apply the most important [business strategies](#) and innovation theories, as well as identify and develop game-changing successes so you can become a better investor, mentor, and advisor.
- "Leaders" in charge of inspiring and executing your organization's vision and direction, but wonder how to create a strategic plan that will allow your business to thrive in an uncertain future. This book will help you to redefine and reposition your company to increase its chances of innovating, competing, and growing over time.

More information: More information on the "Tao of Innovation: Nine Questions Every Innovator Must Answer" can be found at www.worldscientific.com/worldscibooks/10.1142/p985 . The book currently retails for US\$45 £30 at all major bookstores.

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