Seth Kahan’s New Book, Getting Innovation Right: How Leaders Leverage Inflection Points to Drive Success, to be Released March, 2013

Bestselling author, Seth Kahan, releases his next book, Getting Innovation Right, in March, 2013. It will present a real-world, practitioner’s guide and an indispensable resource for driving better results.

Bethesda, MD, December 29, 2012 —(PR.com)— Innovation is not just a creative approach or new idea. Innovation is about success. If you are only marginally better off than when you started, you have not achieved innovation. To count as successful innovation, your new ideas have to generate measurable gains in the marketplace, for both your customers and your organization's bottom line. How can leaders focus on developing those products and services that can achieve genuine traction and growth?

Getting Innovation Right provides real-world strategies for uncovering - and capitalizing on - the inflection points that drive potential. A positive inflection point is a decisive, favorable shift in your organization's relationship to the market. When you identify an inflection point, it means that your firm is poised to supply a unique solution to an unmet need. Expert innovators are able to sense the potential of positive inflection points and drive activity to stimulate or take advantage of them. When harnessed, they propel you forward, growing your base, generating loyalty, and moving you up-market.

To help you uncover and take advantage of these opportunities, Seth Kahan has distilled seven key activities that produce results-driven innovation. The seven activities are:

1. Pursuing and Leveraging Inflection Points
2. Building Innovation Capacity
3. Collecting Intelligence
4. Shifting Perspective
5. Exploiting Disruption
6. Generating Value
7. Driving Uptake

These activities make the difference between leaders who are haphazardly shooting in the dark with good ideas and those who consistently and systematically uncover potential, capitalize on opportunity, and generate traction that drives success in the marketplace. By focusing your efforts around these strategies, you will leverage best techniques and ultimately secure a foothold in a lucrative new space. Most importantly, you will move past the idea that innovation is a culture or mindset, recalibrating your definition so that it depends solely on outcomes.

Based on Seth Kahan's extensive consulting work bringing new products and services successfully to market across a wide range of organizations, this tactical approach will help any leader guide innovation efforts, from initial information-gathering to optimal execution.

What others are saying:
“Everybody knows you have to innovate to be a success, but it's easier said than done. Getting Innovation Right is a master class in mastering the current business landscape. Reading this book will give you real-world examples of innovation at work, along with tested templates for action, so you can take your creativity and drive and use them to create exciting products and services your customers will clamor for.”
- Daniel H. Pink, author, Drive and A Whole New Mind

“Seth does it again with his latest book, Getting Innovation Right, by providing a simple approach to attacking innovation. It is having the courage to innovate that will differentiate us from all the rest and is what we all strive for. After reading this book, you will not only have an approach to utilize, but the tools to help you make things happen quickly, and succeed.”
- Michaela Oliver, Senior Vice President of Human Resources, Rosetta Stone, Inc.

“In this massively disruptive and mostly distracting business environment, you have but one choice: innovate, or evaporate. But you must get it right, which isn't easy. Enter Seth Kahan's Getting Innovation Right.”
- Matthew E. May, author, The Laws of Subtraction and The Shibumi Strategy

Look for Getting Innovation Right: How Leaders Leverage Inflection Points to Drive Success in March, 2013.

About Seth Kahan

Seth Kahan has worked with CEOs and top-level executives in companies that include World Bank, Peace Corps, Royal Dutch Shell as well as over 40 associations and public sector agencies. Kahan's book, Getting Change Right: How Leaders Transform Organizations from the Inside Out is a Washington Post. He writes online for Fast Company (SethFast.com). His next book, Getting Innovation Right: How Leaders Leverage Inflection Points to Drive Success, is due out in early 2013.

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