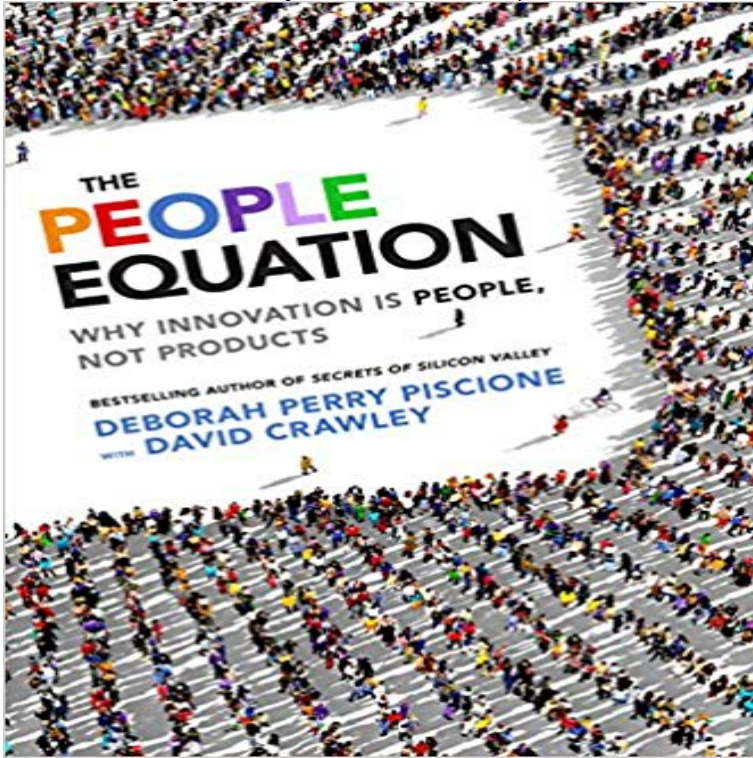


## The People Equation: Why Innovation Is People, Not Products



For too long, companies and their leadership teams focused primarily on their products or services. Leaders are deeply dialed into the minutiae of their companies operations. But veteran Silicon Valley consultant Deborah Perry Piscione says investments in new technologies or operations do not create innovations people do. For innovation to happen, organizations need to be people-centric. In this breakthrough book she shows how, by following her People Equation, every organization can develop a mindset, an organizational structure, and a product development process that will maximize creativity and innovation. Using examples from her own consulting work and from her deep research into successful business practices, Piscione shows how to create a culture where risk-taking is rewarded, mavericks are encouraged, collaboration between highly competent people is nurtured, and, when experiments and new initiatives are proposed, the response is to ask how rather than question why. This requires upending the usual organizational pyramid, giving more decision-making power to frontline workers and less to the C-level executives traditionally at the top. Once this is all in place, you can take advantage of Pisciones twelve-step Improvisational Innovation process for bringing new products and services to market. This is a comprehensive guide to harnessing the creative energy in every organization.

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