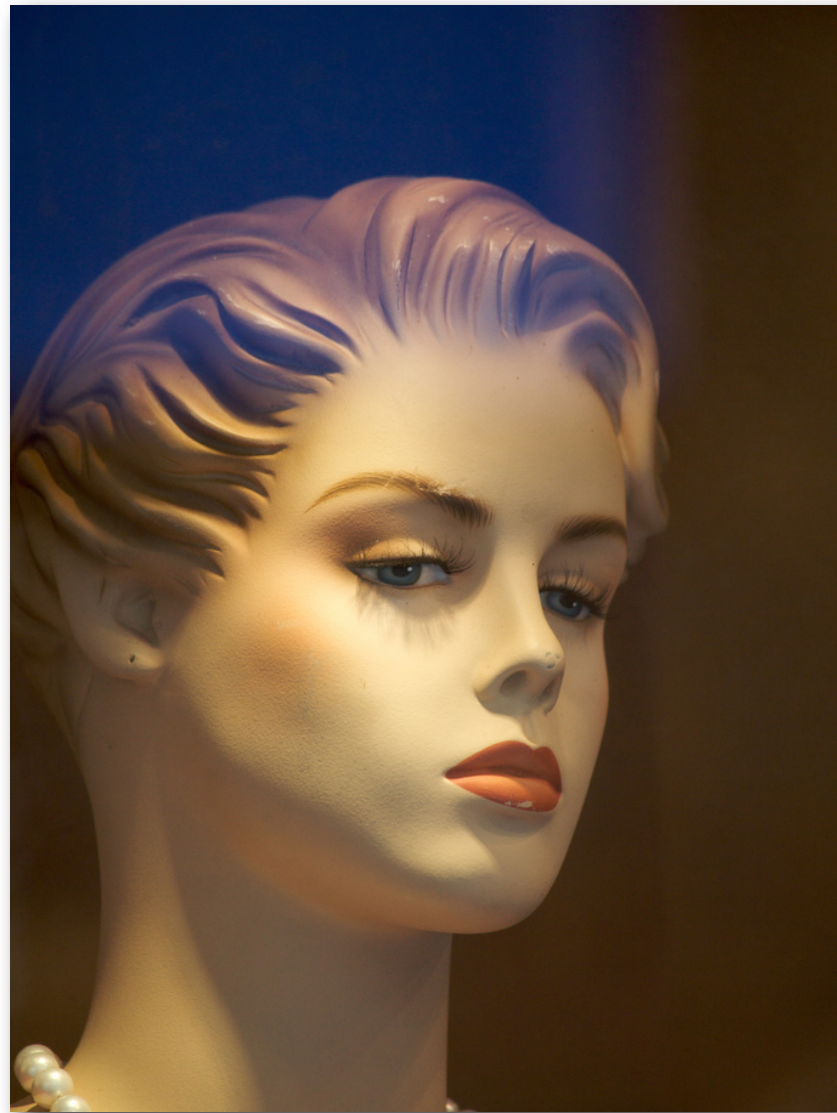




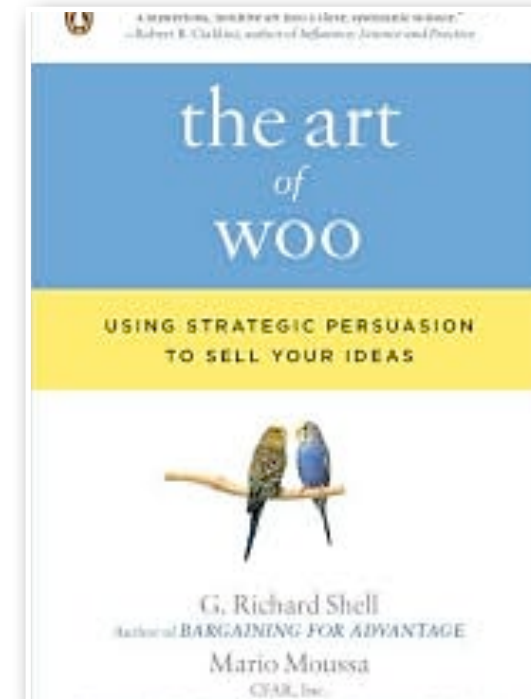
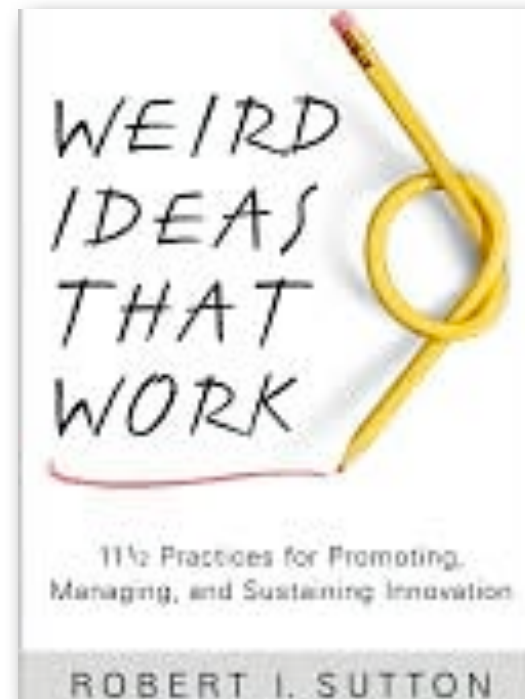
But having
trouble with
naysayers?

Your situation

- bureaucracy
- shrinking budgets
- staff who resist change
- micro-managers

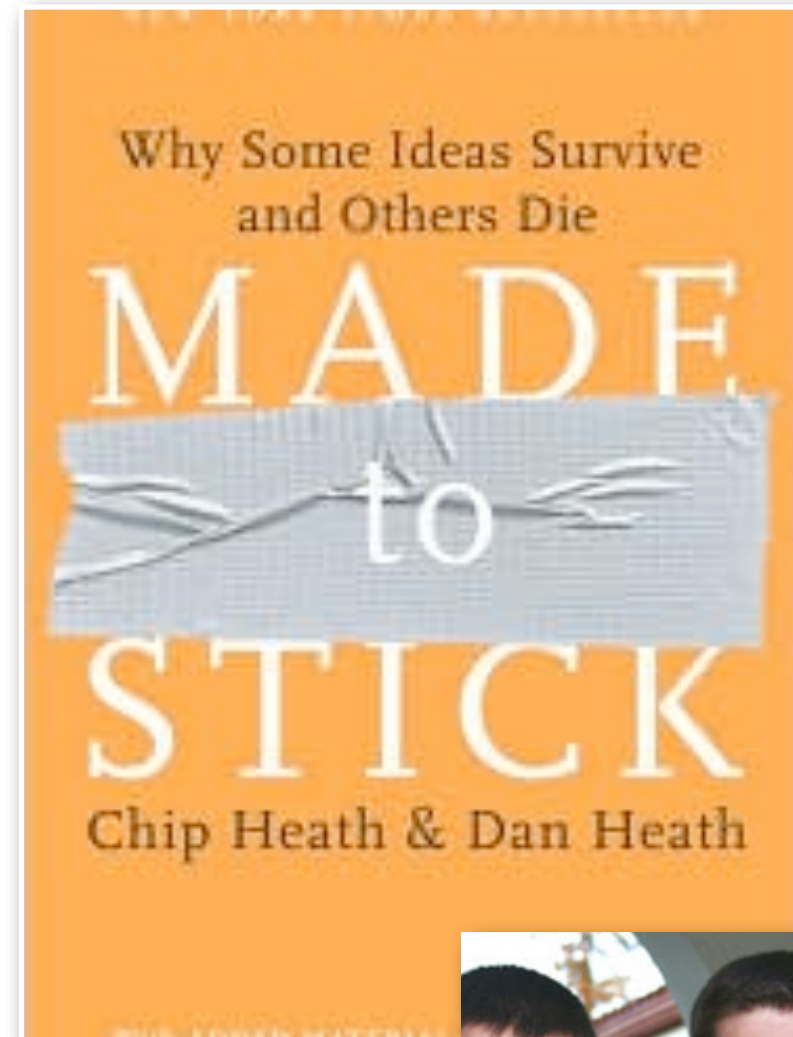


Research-based tips



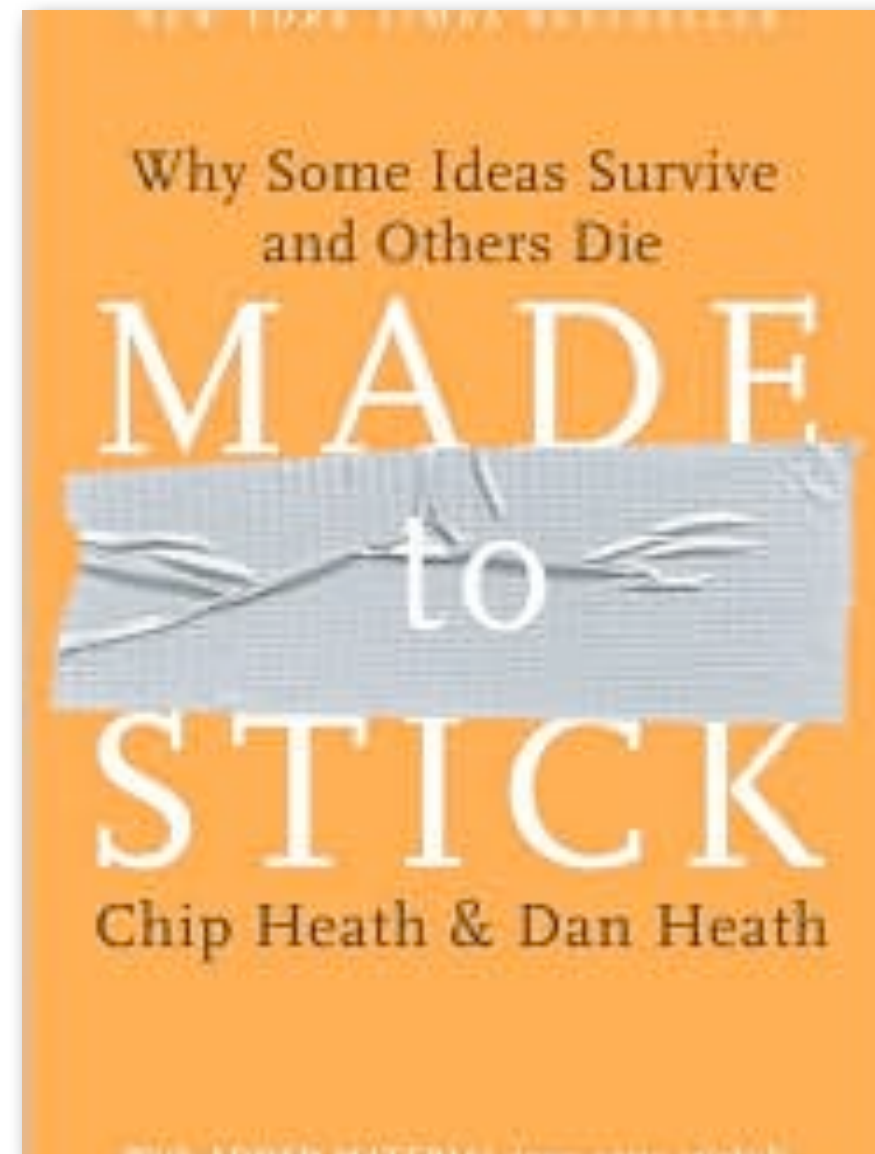
Made to Stick

- Chip Heath, professor at Stanford
- Dan Heath, Researcher, Harvard Business School



Sticky ideas

- Simple
- **Unexpected**
- Concrete
- Credible
- Emotional
- **Story**



Break expectations

Masaru Ibuka



Transistors

Masaru Ibuka



Transistors + Radios

“pocketable radio”



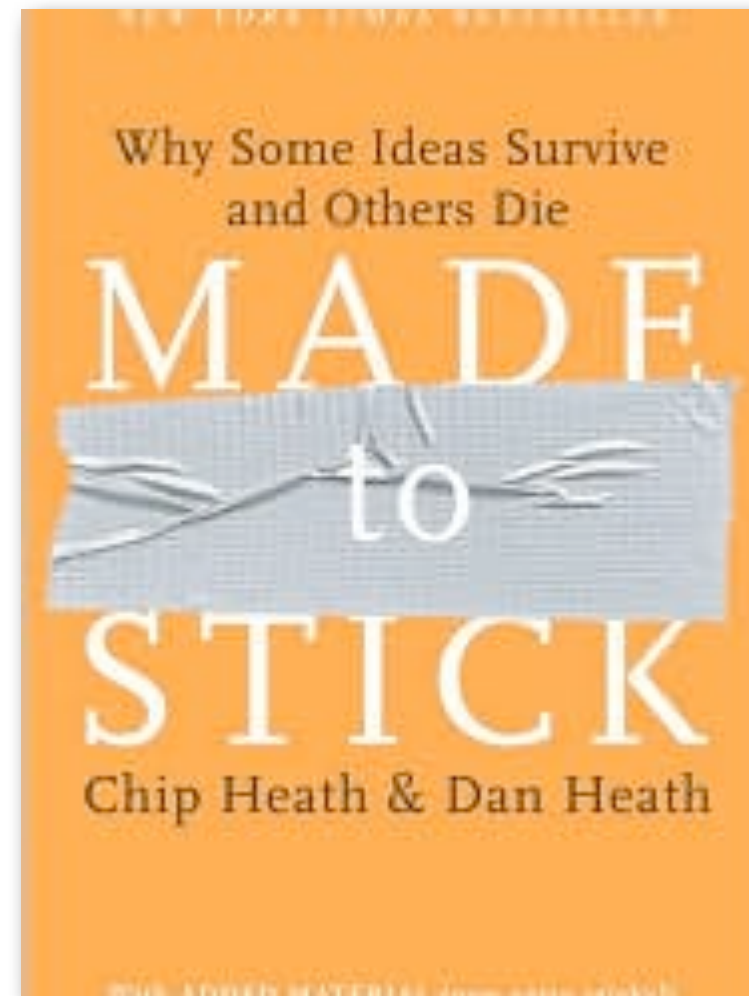
Radio

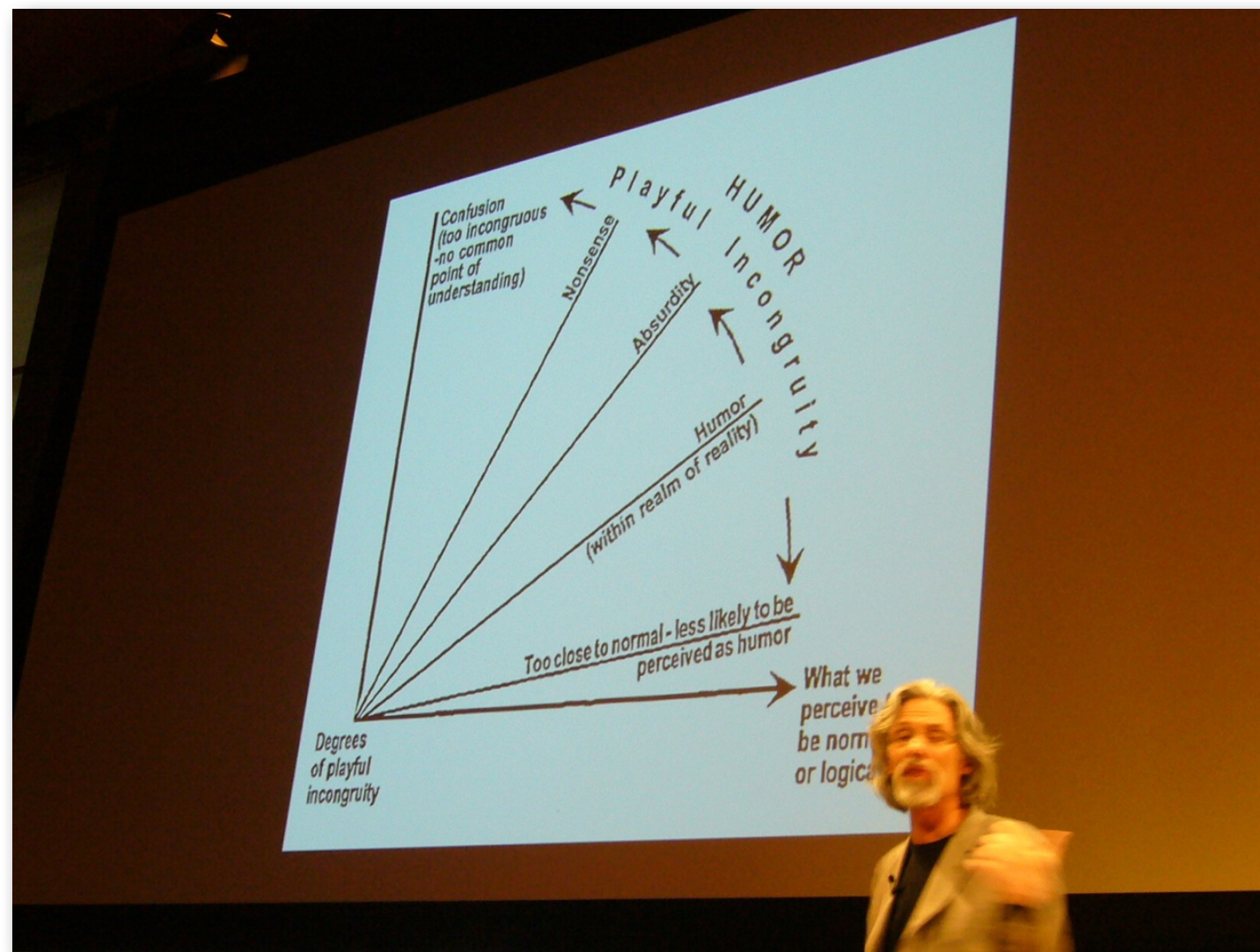


1957 - first “pocketable radio”

Tell stories

- stories as simulation
- stories as inspiration





The conference storybook

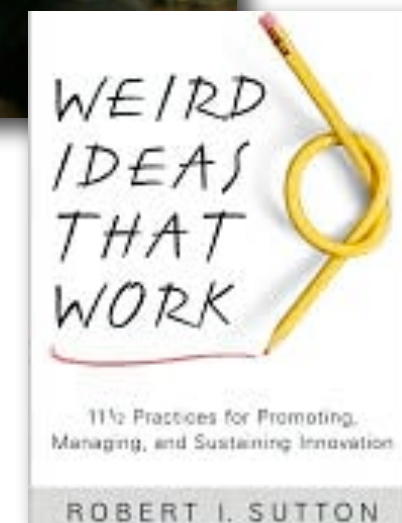
“The curse of knowledge”

Avoid abstraction
like the devil.

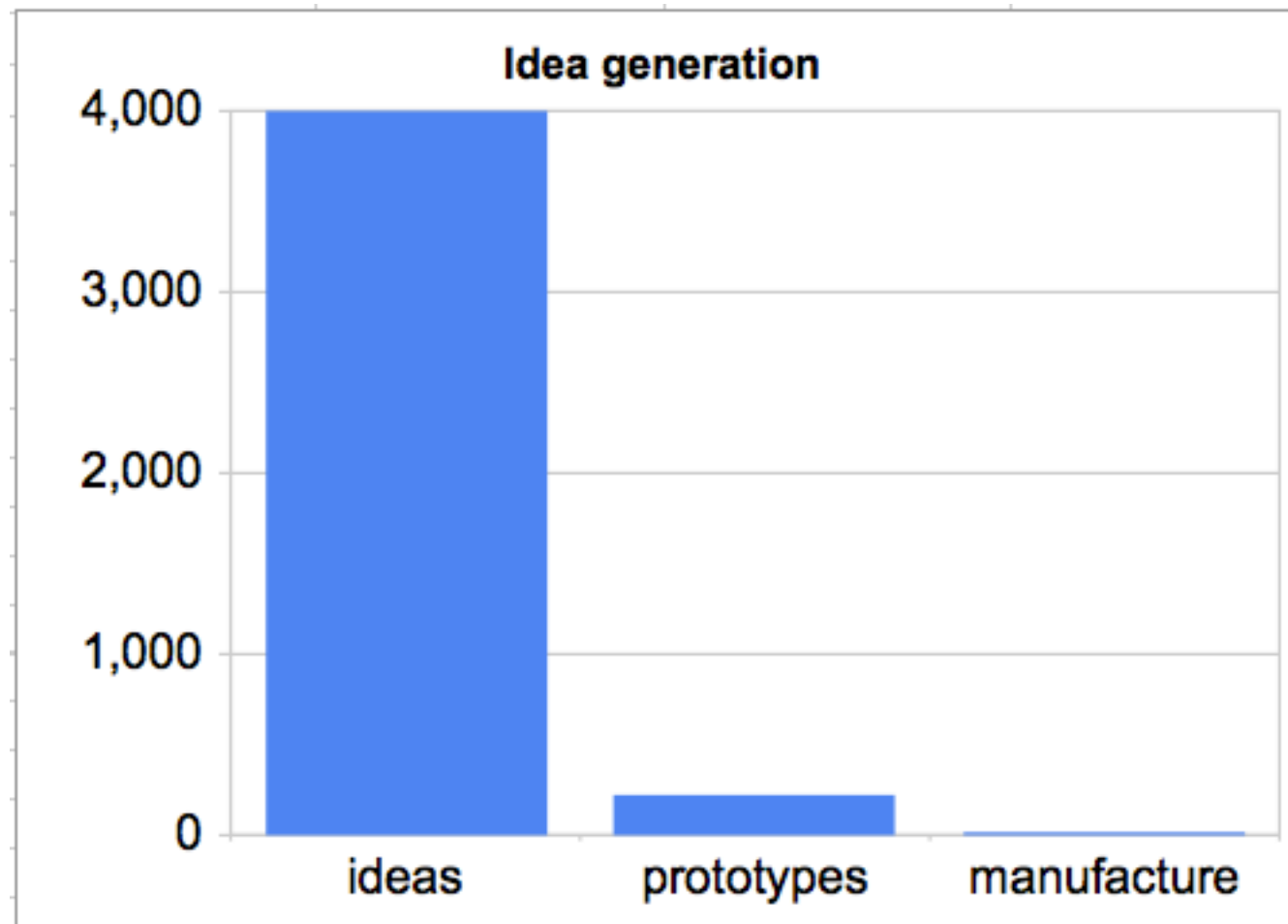
Weird Ideas That Work

Robert
Sutton

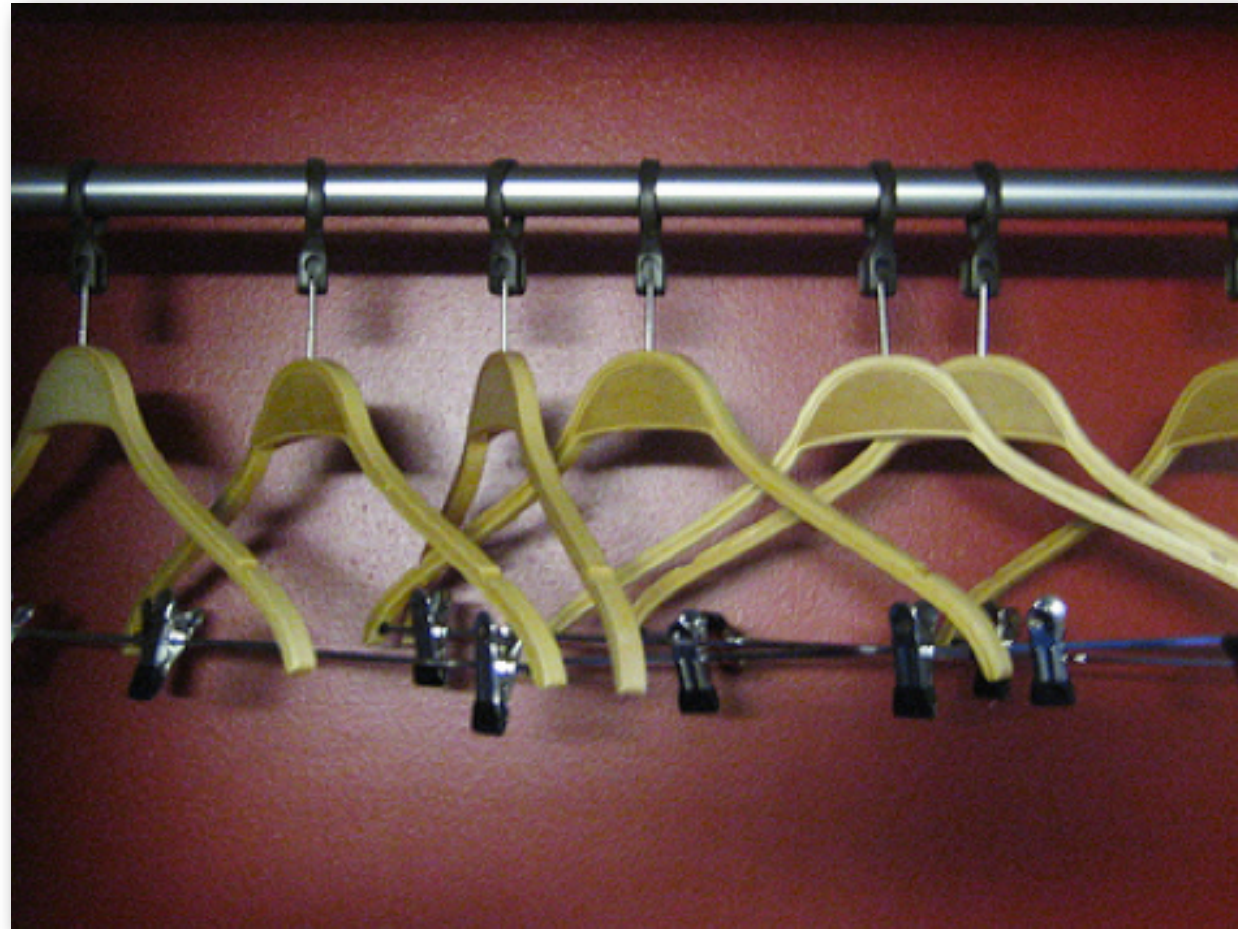
Professor at
Stanford
Engineering
School



4,000 230 12



Skyline - IDEO

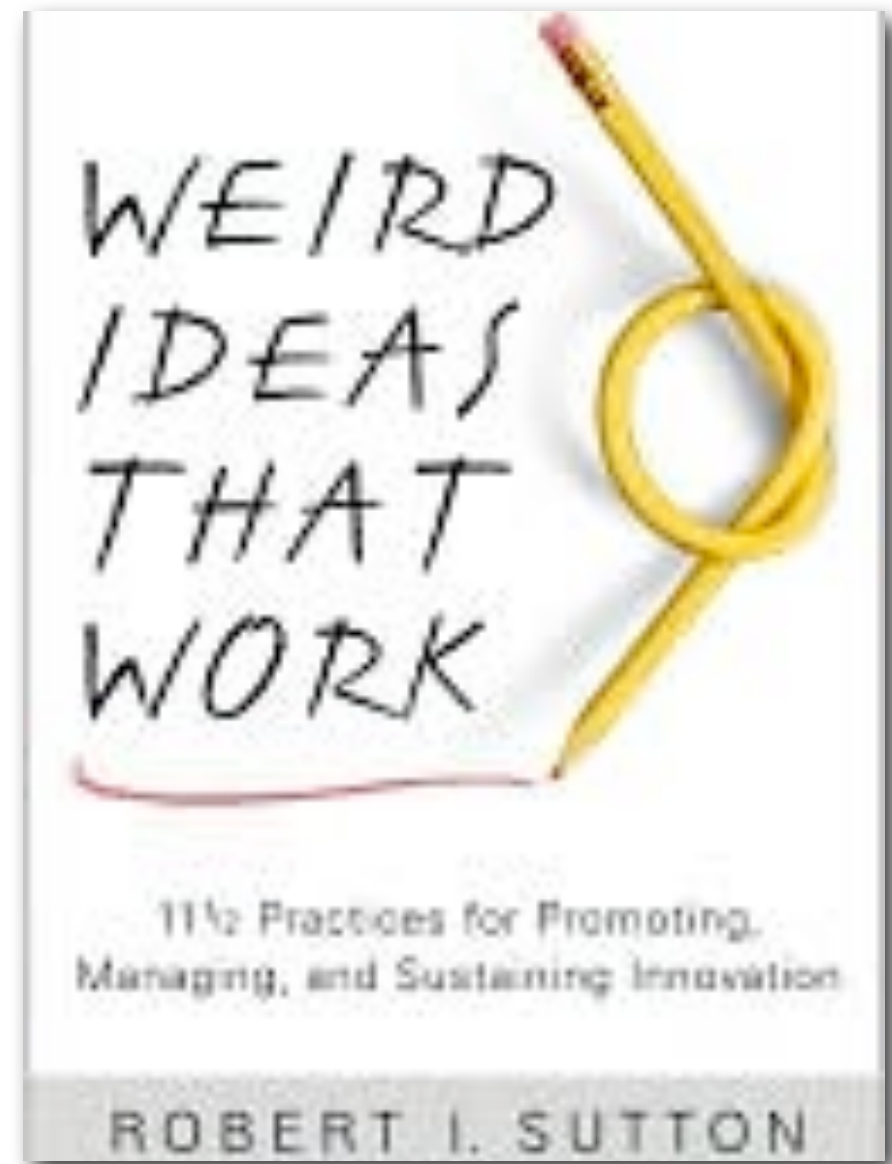


Hotel hangers

Reward success & failure, punish inaction

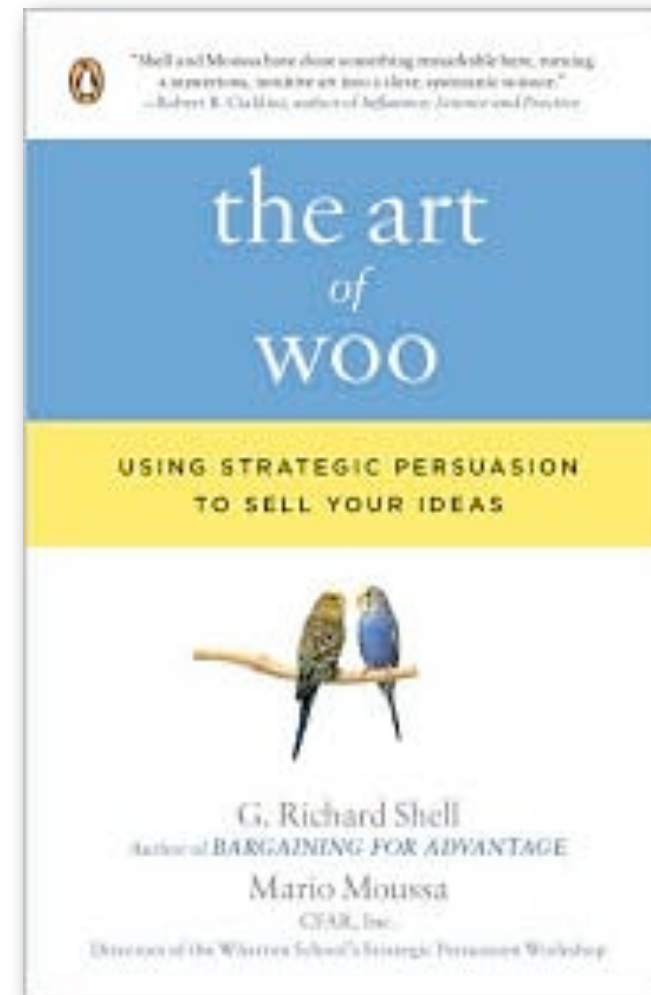
- Innovation comes from quantity.

(in my next talk:
how to make it safe to fail)



Art of Woo

- G. Richard Shell, professor, Wharton School
- Mario Moussa, faculty, Wharton School



Jodi Thompson & Cali Ressler

ROWE - Best Buy

We have more autonomy as college students than we do in the modern workplace.

DECEMBER 11, 2006

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Smashing The Clock

**No schedules. No mandatory meetings.
Inside Best Buy's radical reshaping of the
workplace**



**COVER
STORY
PODCAST**

One afternoon last year, Chap Achen, who oversees online orders at Best Buy Co. ([BBY](#)), shut down his computer, stood up from his desk, and announced that he was leaving for the day. It was around 2 p.m., and most of Achen's staff were slumped over their keyboards, deep in a post-lunch.

"IF YOU WORK, YOU NEED THIS BOOK!"
—TIMOTHY FERRISS, #1 New York Times bestselling
author of *The 4-Hour Workweek*

WHY
**WORK
SUCKS**
AND HOW TO FIX IT

No schedules,
no meetings, no joke—
the simple change that can
make your job terrific

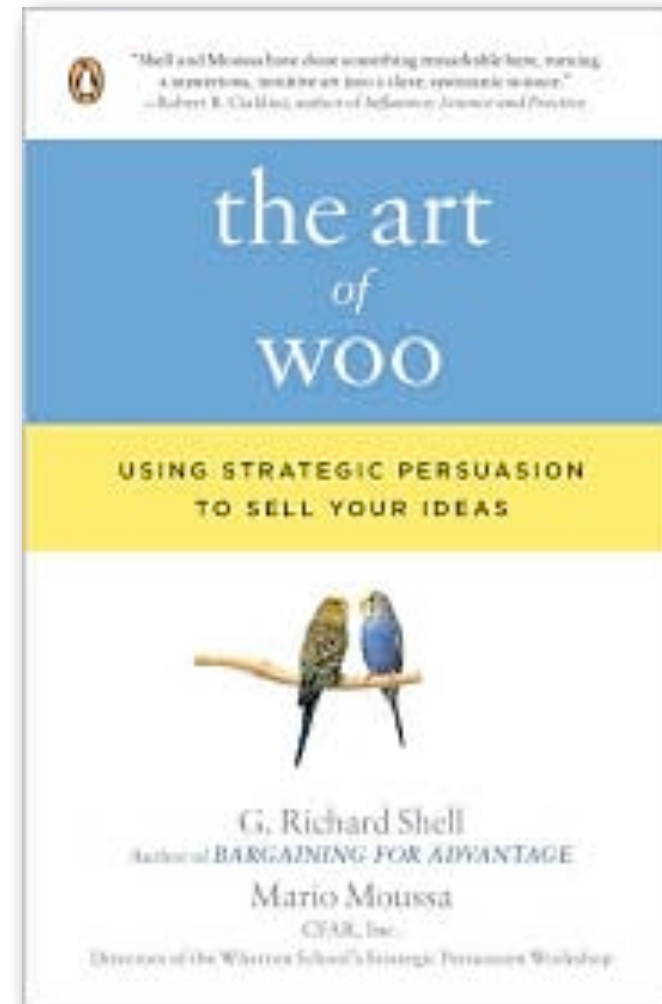
Cali Ressler *and* Jody Thompson

Creators of the Results-Only Work Environment

FOREWORD BY BRAD ANDERSON, CEO, BEST BUY

Foot in the door

- Find the right audience
- One small step
- Under the radar
- Speak the language of those you want to convince.



MIT Libraries Betas

MIT libraries **SITE INDEX**

MIT Libraries' Betas

The MIT Libraries are experimenting with new technologies to help make information easier. The tools below are in "beta" form - they are still being tested, but we'd like you to try them out and tell us what you think!

What works well? What doesn't? Have you written any scripts or tools you want to share? Email us at betas-lib@mit.edu.

BETA Amazon Kindles in the Hayden Library



Have you caught on to the Kindle craze? Want to try one before you commit to buying one?

The [Humanities Library](#) owns 3 [Amazon Kindle e-book readers](#) that are available to borrow for one week. Each Kindle comes with a few books already installed, and you can also download free book previews from Amazon. [Ask us](#) to stop by the front desk of [Hayden Library](#) to add your name to the waiting list to borrow, and we'll contact you when one is available.

Have thoughts or comments about the Kindle? [Contact Theresa Tobin](#).

Google labs

All (26)

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- [Apps \(4\)](#)
- [Communication \(3\)](#)
- [Maps \(5\)](#)
- [Search \(13\)](#)
- [Other \(1\)](#)

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Sorted by date [Sort by popularity](#)

**Fetch as Googlebot**

Fetch as Googlebot lets you send Googlebot to retrieve a page from your website.
October 15, 2009 ★★★★★ 19 Ratings
[Details and feedback »](#)

**Fast Flip**

Blindingly fast overviews of headline pages of top newspapers.
September 14, 2009 ★★★★★ 330 Ratings
[Details and feedback »](#)

**Android Scripting Environment**

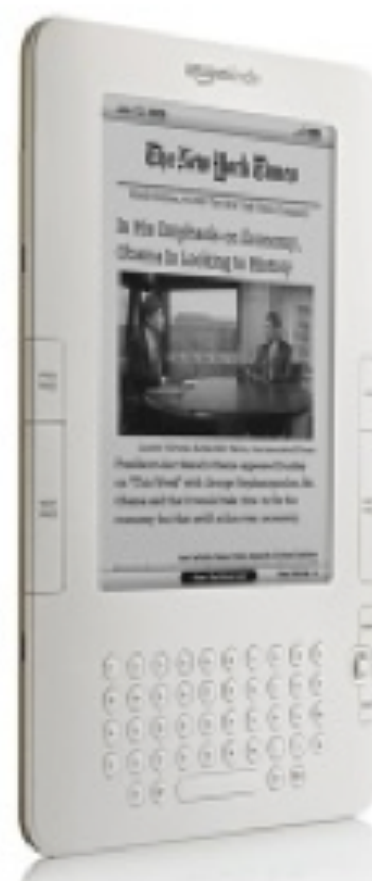
Android Scripting Environment brings scripting languages to Android.
August 25, 2009 ★★★★★ 28 Ratings
[Details and feedback »](#)

**Google Listen**

Android app providing a personalized audio news-magazine loaded with fresh and interesting content whenever it is turned on.
August 20, 2009 ★★★★★ 81 Ratings

Modeled after
Google Labs

BETA Amazon Kindles in the Hayden Library

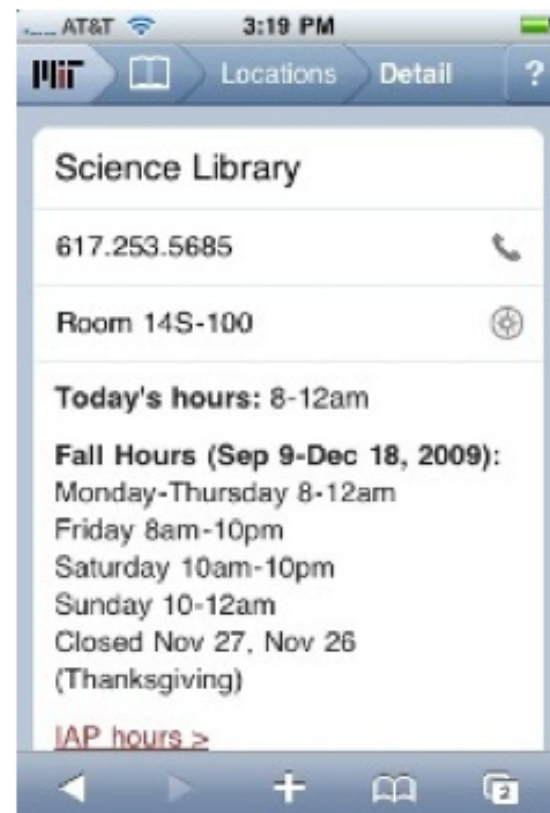


Have you caught on to the Kindle? Try one before you commit to

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BETA Mobile site on the MIT Mobile Web



Many of the services featured on the MIT Libraries' web site are available from a mobile phone on the [MIT Mobile Web](#).

To get to the MIT Libraries' mobile site, visit <http://m.mit.edu> from your mobile device's web browser.

The site is currently optimized for iPhones. In the future, we plan to create versions optimized for other mobile phones.

From the Libraries' mobile site, you can:

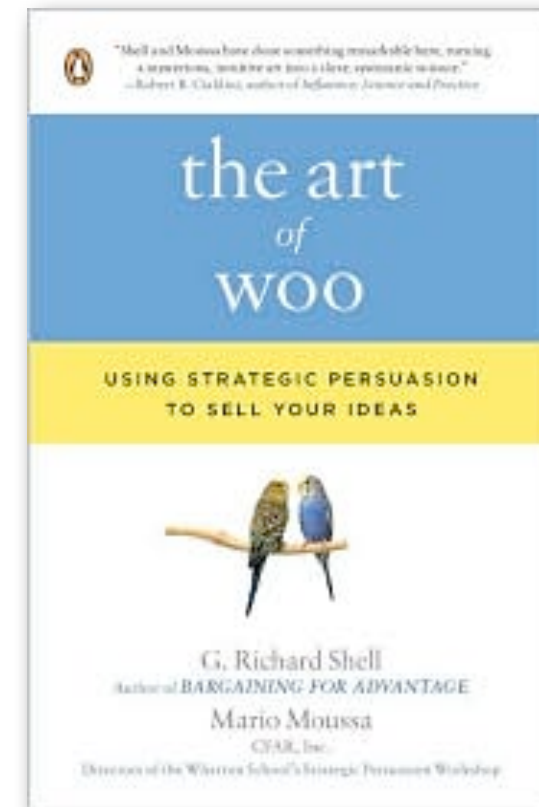
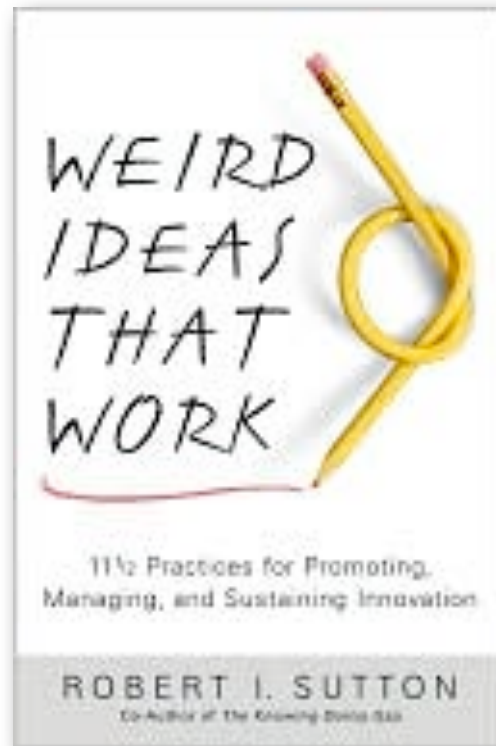
- View hours & locations for each library
- Ask questions and request a meeting with the librarian for your subject
- Read news from the MIT Libraries on our blog
- Access the entire MIT Libraries web site

[Read more about the mobile web site.](#)

"I don't understand why people are scared of new ideas. I'm scared of the old ones."

-John Cage

Inspired by



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Blending ideas
from different worlds

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MIT Libraries
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