Want to innovate?
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
Skyline - IDEO

4,000  230  12

Idea generation

ideas  prototypes  manufacture
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.
Smashing The Clock
No schedules. No mandatory meetings. Inside Best Buy’s radical reshaping of the workplace

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
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’ 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 worked on, 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’d like us to know? Email us at betas-lib@mit.edu.

BETA Amazon Kindles in the Hayden Library

Have you caught on to the Kindle craze? We’d like you to try one before you commit to buying one. Each Kindle comes with a few books already installed, and you can also download free book previews from Amazon. Ask us stop by the front desk of Hayden Library to get your name on the waiting list to borrow, and we’ll contact you when one is available.

Have thoughts or comments about the Kindle? Contact Theresa Tobin.

Modeled after Google Labs
Amazon Kindles in the Hayden Library

Have you caught on to the Kindle craze? Try one before you commit to buying one. Each Kindle comes with software already installed, and you can download e-book previews from Amazon. Visit the front desk of Hayden Library to contact you when one is available.

Have thoughts or comments about our e-readers? Contact Theresa Tobin.
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

- Weird Ideas That Work
- Made to Stick
- The Art of Woo
You’re invited to:

Innovation Smoothies
Blending ideas from different worlds

Nicole Hennig
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- MIT Libraries betas: http://libraries.mit.edu/betas