A NEW PARADIGM TOR BUSINESS
CREATIVITY

# THINKING



### BOXES

Five essential steps to spark the next big idea

LUC DE BRABANDERE and ALAN INY
OF THE BOSTON CONSULTING GROUP

## Thinking In New Boxes A New Paradigm For Business Creativity

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Thinking in New Boxes Luc De Brabandere, Alan Iny, 2013-09-10 When BIC manufacturer of disposable ballpoint pens wanted to grow it looked for an idea beyond introducing new sizes and ink colors Someone suggested lighters LIGHTERS With an idea that seemed crazy at first that bright executive instead of seeing BIC as a pen company a business in the PEN box figured out that there was growth to be found in the DISPOSABLE box And he was right Now there are disposable BIC lighters razors even phones The company opened its door to a host of opportunities IT INVENTED A NEW BOX Your business can too And simply thinking out of the box is not the answer True ingenuity needs structure hard analysis and bold brainstorming It needs to start THINKING IN NEW BOXES a revolutionary process for sustainable creativity from two strategic innovation experts from The Boston Consulting Group BCG To make sense of the world we all rely on assumptions on models on what Luc de Brabandere and Alan Iny call boxes If we are unaware of our boxes they can blind us to risks and opportunities This innovative book challenges everything you thought you knew about business creativity by breaking creativity down into five steps Doubt everything Challenge your current perspectives Probe the possible Explore options around you Diverge Generate many new and exciting ideas even if they seem absurd Converge Evaluate and select the ideas that will drive breakthrough results Reevaluate Relentlessly No idea is a good idea forever And did we mention Reevaluate Relentlessly Creativity is paramount if you are to thrive in a time of accelerating change Replete with practical and potent creativity tools and featuring fascinating case studies from BIC to Ford to Trader Joe's Thinking in New Boxes will help you and your company overcome missed opportunities and stay ahead of the curve This book isn t a simpleminded checklist This is Thinking in New Boxes And it will be fun We promise Praise for Thinking in New Boxes Excellent While focusing on business creativity the principles in this book apply anywhere change is needed and will be of interest to anyone seeking to reinvent herself Blogcritics Thinking in New Boxes is a five step guide that leverages the authors deep understanding of human nature to enable readers to overcome their limitations and both imagine and create their own futures This book is a must read for people living and working in today s competitive environment Ray O Johnson Ph D chief technology officer Lockheed Martin Thinking In New Boxes discusses what I believe to be one of the fundamental shifts all companies brands need to be thinking about how to think creatively in order to innovate and differentiate our brands We need to thrive and lead in a world of accelerating change and this book challenges us to even greater creativity in our thinking One of the best business books I ve read in a long time Jennifer Fox CEO Fairmont Hotels Resorts As impressive as teaching new tricks to old dogs Thinking in New Boxes is both inspirational and practical a comprehensive step by step guide to sharpening one s wits in order to harness creativity in the workplace Peter Gelb general manager Metropolitan Opera Thinking in New Boxes (Summary) Alan Iny, 2015 getAbstract Summary Get the key points from this book in less than 10 minutes Whenever a company's leaders gather to brainstorm innovations someone will urge the group to think outside the box But that s not

enough say Luc de Brabandere and Alan Iny of the Boston Consulting Group You must question your existing boxes the categories into which you place information and envision new ones That's what leaders of the BIC company did when they moved their thinking from one box making disposable pens to another making all sorts of disposable products Writing in an engaging conversational style Iny and de Brabandere outline five steps you can take to achieve more innovative thinking They follow up with a scenario planning application that invites you to think about how your company might prepare for an uncertain future The stakes are high they write because companies either drive change or have change happen to them getAbstract recommends this useful guidebook to corporate leaders at any level seeking fresh ways to spur innovation Book Publisher From the book THINKING IN NEW BOXES A New Paradigm for Business Creativity Copyright 2013 by The Boston Consulting Group Published by Random House a division of Penguin Random House LLC **Summary of Thinking in New** Boxes: a New Paradigm for Business Creativity by Luc de Brabandere and Alan Inv BestPrint, 2021-12 Thinking in New Boxes 2013 takes a deep look into the mind in order to create a clear understanding of the creative process It gives the reader tools to uncover manipulate and even create the boxes we use to organize information shape our perception of the world and ultimately enable innovation Designing Future-Oriented Airline Businesses Nawal K. Taneja, 2016-04-22 Designing Future Oriented Airline Businesses is the eighth Ashgate book by Nawal K Taneja to address the ongoing challenges and opportunities facing all generations of airlines Firstly it challenges and encourages airline managements to take a deeper dive into new ways of doing business Secondly it provides a framework for identifying and developing strategies and capabilities as well as executing them efficiently and effectively to change the focus from cost reduction to revenue enhancement and from competitive advantage to comparative advantage Based on the author's own extensive experience and ongoing work in the global airline industry as well as through a synthesis of leading business practices both inside and outside of the industry Designing Future Oriented Airline Businesses sets out to demystify numerous concepts being discussed within the airline industry and to facilitate managements to identify and articulate the boundaries of their business models It provides material from which managements can set about answering the key questions especially with respect to strategies capabilities and execution and pursue an effective redesign of their business As with the author s previous books the primary audience is senior level practitioners of differing generations of airlines worldwide as well as related businesses The material presented continues to be at a pragmatic level not an academic exercise to lead managements to ask themselves and their teams some critical thought provoking questions Reimagining Faith and Management Edwina Pio, Robert Kilpatrick, Timothy Pratt, 2021-03-23 Much contemporary research ignores or is dismissive of the growth of global religiosity even though 90% of the global population sees the world through a commitment to some kind of faith Reimagining Faith and Management addresses this issue and extends the research on the impact of faith in the various aspects of management such as negotiation leadership entrepreneurship governance innovation ethics finance and

careers Faith impacts how individuals and organisations envision manage and respond to their various stakeholders communities the natural environment and the world around them This book presents various facets of how faith values and or ideological outlook which informs influences and adds mystery that inspires and impels individuals and organisations The twenty one chapters are based on academic research and offer practical managerial recommendations. The book is divided into three sections Faithful futures impacting individuals Faithful futures impacting organisations and Faithful futures impacting society Each chapter presents a theoretical base and includes practical implications The book is therefore ideal reading for educators researchers and students of business management career studies faith based organisations corporate governance and business ethics as well as religious studies including applied theology Corporate Strategy Ulrich Pidun, 2019-06-03 This textbook offers a personal perspective on the broad and complex topic of corporate strategy The book is structured to follow the journey of systematic corporate strategy development and implementation Corporate Strategy presents frameworks and concepts for strategy development that have proven to be useful in corporate practice. The book covers the fundamental questions of daily strategy work and illustrates them with examples from real companies It addresses all key elements of corporate strategy in a clear and systematic way Corporate ambition and capabilities Corporate portfolio analysis Corporate growth and portfolio strategy Managing and transforming the corporate profile Corporate parenting strategy and organization Corporate financial strategy Corporate strategy process The book serves not only as a practice oriented textbook for students and teachers of corporate strategy it also functions as a sophisticated handbook for practitioners who are responsible for developing and implementing effective corporate strategies Risk/Reward Anne Kreamer, 2015-06-09 A persuasive and eye opening look at the importance of embracing risk in our working lives and how to use it to achieve lifelong career success Some of us relish the chance to fly without a net others not so much But no matter how adventurous we might be in our personal lives most of us are wary of allowing risk into our careers With an economy in constant flux and a job market in which uncertainty is the only constant stepping outside one s comfort zone can feel dangerous But as the findings of this eye opening and urgent book attest the avoidance of risk might pose the greatest danger of all to our career prospects In Risk Reward trend spotter and career guru Anne Kreamer makes the compelling case that embracing risk is essential to managing a twenty first century career Risk taking isn t just for entrepreneurs nor does it require working on a figurative tightrope Rather Kreamer says conscious consistent and modest risk taking can help us become more able to recognize opportunity when it appears and more likely to seize the chance to make the right change at the right moment Risk Reward presents a framework for making the most of today s ever evolving workplace and turning risk taking into a daily practice Using proprietary data from three national studies about the American worker Kreamer explores the importance of career risk taking through profiles of four Risk Reward personality types Pioneers Thinkers Defenders and Drifters She presents a Risk Reward Matrix that anyone can use to identify his or her own innate risk threshold and she

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