



Look at More: A Proven Approach to Innovation, Growth, and Change

Andy Stefanovich

[Download now](#)

[Click here](#) if your download doesn't start automatically

Look at More: A Proven Approach to Innovation, Growth, and Change

Andy Stefanovich

Look at More: A Proven Approach to Innovation, Growth, and Change Andy Stefanovich

Praise for Look At More

"Andy Stefanovich is a masterful storyteller and a true 'curator of inspiration.' Look At More gives you a dose of Andy's adrenaline and creative can-do spirit, and it provides you with a powerful how-to guide for inspiring workplace innovation that lasts."—Beth Comstock, chief marketing officer, GE

"Andy Stefanovich has always exhorted his clients to 'look at more stuff, think about it harder.' With this inspired and inspiring book, he shares dozens upon dozens of ways to put that principle to work. Look At More offers a way to real business transformation." —Daniel H. Pink, author, *A Whole New Mind* and *Drive*

"Andy offers the reader a unique insight into what it really takes to create innovation within the structure of a corporate environment today. Andy doesn't think outside the box. He blows it up and starts again, helping large corporations think and behave like start-ups." —Duncan Wardle, vice president, Creative Inc., Disney Company

"Andy Stefanovich delivers a host of innovative approaches to transform you and your business. The addictive narrative, while informative and actionable, is as creative as he wants us all to be."—Ivy Ross, executive vice president, marketing, Gap Brand at Gap Inc.

"Look At More gives business leaders a practical and comprehensive framework to build, maintain, and most importantly inspire innovation not only at work but in all parts of life."—Stew Friedman, Wharton professor and author, *Total Leadership*

Interview with Author Andy Stefanovich



What inspired you to write this book?

A couple of years ago, I was in the office of a global process company, standing in front of a giant flowchart on the client's wall. The Innovation Director was walking me through the company's creativity and innovation process—a tangled web of decision trees, rectangles, arrows, and stage gates. And nowhere on the chart was a shape representing the individual. It was cold, mechanistic, uninspiring. And frankly, it

depressed me. I asked where the inspiration for the process came in. She couldn't answer me.

I am on a mission to change the way business does business. It sounds arrogant, but this passion comes from a very sincere place. Business has managed to turn innovation into mechanical conference room brainstorming, clichéd ropes course retreats, and giant flowcharts that fail to inspire. I've worked to change this for the past 20 years. To put humanity back into innovation. So I wrote a book called *Look At More*.

What does LOOK AT MORE mean?

For me, innovation begins with LAMSTAIH—Look At More Stuff; Think About It Harder. LAMSTAIH (pronounced “Lamb’s tie”) is less complicated, easier to learn, and a lot more effective (by that I mean more likely to inspire) than other approaches to innovation you may have come across. It puts people rather than process at the center of innovation. If it were a flowchart, it'd be two shapes. Look at more stuff. Think about it harder.

LAMSTAIH, and that idea of inspiring people, is the foundation for the 5M approach to innovation that is explored in the book. The 5Ms are Mood, Mindset, Mechanisms, Measurement, and Momentum. And while it may sound like another process, it is actually a framework that recognizes the importance of inspiration and people.

For example, setting the right mood for innovation involves understanding the attitudes, feelings, and emotions that create the context for innovation. Or recognizing the right mindset for innovation addresses the intellectual foundation of creativity and our individual capacity for getting and staying inspired. Getting the 5Ms right leads to inspired people and more powerful ideas.

How do you define inspiration?

The most effective way to unleash innovation—whether at the individual, team, or organizational level—is through inspiration. Inspiration fuels creativity and engages your people. And creative thinkers innovate.

Look At More offers a proven approach for fueling inspiration. How often do you sit in your office or cubicle, or “brainstorm” in a conference room – waiting for inspiration to strike? You need to engineer inspiration—you need to look at more stuff.

Sources of inspiration can be direct, tangential, or abstract. Examples of direct inspiration or “stuff” are those things related to your business, product, or service. Tangential inspiration is the next level out and includes other industries, products, or services that have similar issues or opportunities. Finally, there's abstract inspiration—what can you learn from random and metaphorical connections? This is where real transformation comes from.

Is it possible to jumpstart and harness innovation and creativity?

We often think of inspiration as a strike of brilliance, something that happens serendipitously. But that's a limited characterization. I think there are three ways to get inspired and inspire others—inspiration by delight, by design, and on demand.

Inspiration by delight are those serendipitous moments. Inspiration by design is when you deliberately put yourself in a situation to be inspired. The last is inspiration on demand, a collection of inspiration that you can access at anytime.

By creating a discipline around inspiration, you can start to develop your ability to engineer inspiration. And that leads to better innovation.

What would you tell business leaders who wonder if innovation and inspiration are sustainable?

As a leader you have to actively champion and celebrate innovation—this is related to the fifth of the 5Ms, momentum. I’ve seen over and over again business leaders launch internal innovation campaigns with posters, e-mail blasts, and a quick speech in the cafeteria during an ice cream party. And then check it off their performance plans. Innovation strategy launched. Check. But no real innovation has occurred.

The reality is, innovation and inspiration need constant support and frequent acknowledgement. They need to be more than words on a poster. I tell leaders that organizations need to build rituals and symbols that communicate and reinforce innovation. These become the baseline support for innovation in an organization, the cues to your people and teams that “yeah, inspiration and innovation are valued here.”

But you can’t stop there. You need to periodically celebrate and reward innovation. Link your innovation inputs, outputs, and processes to larger strategies. And then celebrate them. And not just the “big wins.” Celebrate and recognize the sources of inspiration, the path to creativity, and the innovation outputs. And most importantly, celebrate the people.

 [Download Look at More: A Proven Approach to Innovation, Growth, ...pdf](#)

 [Read Online Look at More: A Proven Approach to Innovation, Growth ...pdf](#)

Download and Read Free Online Look at More: A Proven Approach to Innovation, Growth, and Change Andy Stefanovich

Download and Read Free Online Look at More: A Proven Approach to Innovation, Growth, and Change Andy Stefanovich

From reader reviews:

Virginia Glass:

Do you have favorite book? In case you have, what is your favorite's book? Reserve is very important thing for us to find out everything in the world. Each e-book has different aim or perhaps goal; it means that book has different type. Some people really feel enjoy to spend their time for you to read a book. They may be reading whatever they have because their hobby is reading a book. What about the person who don't like examining a book? Sometime, particular person feel need book after they found difficult problem or even exercise. Well, probably you will require this Look at More: A Proven Approach to Innovation, Growth, and Change.

Hilda Dumas:

Do you among people who can't read enjoyable if the sentence chained inside the straightway, hold on guys that aren't like that. This Look at More: A Proven Approach to Innovation, Growth, and Change book is readable by means of you who hate those perfect word style. You will find the information here are arrange for enjoyable looking at experience without leaving possibly decrease the knowledge that want to offer to you. The writer involving Look at More: A Proven Approach to Innovation, Growth, and Change content conveys the thought easily to understand by a lot of people. The printed and e-book are not different in the written content but it just different as it. So , do you nevertheless thinking Look at More: A Proven Approach to Innovation, Growth, and Change is not loveable to be your top collection reading book?

Tammy Schuler:

Exactly why? Because this Look at More: A Proven Approach to Innovation, Growth, and Change is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will jolt you with the secret the idea inside. Reading this book next to it was fantastic author who write the book in such remarkable way makes the content inside easier to understand, entertaining technique but still convey the meaning completely. So , it is good for you for not hesitating having this nowadays or you going to regret it. This unique book will give you a lot of positive aspects than the other book get such as help improving your proficiency and your critical thinking technique. So , still want to hold off having that book? If I were you I will go to the book store hurriedly.

Andrew Gillon:

Do you like reading a publication? Confuse to looking for your chosen book? Or your book was rare? Why so many problem for the book? But any kind of people feel that they enjoy intended for reading. Some people likes reading, not only science book but additionally novel and Look at More: A Proven Approach to Innovation, Growth, and Change or maybe others sources were given understanding for you. After you know how the great a book, you feel would like to read more and more. Science e-book was created for teacher as well as students especially. Those books are helping them to bring their knowledge. In various other case,

beside science reserve, any other book likes Look at More: A Proven Approach to Innovation, Growth, and Change to make your spare time far more colorful. Many types of book like this one.

**Download and Read Online Look at More: A Proven Approach to Innovation, Growth, and Change Andy Stefanovich
#XWS8U2MFEQP**

Read Look at More: A Proven Approach to Innovation, Growth, and Change by Andy Stefanovich for online ebook

Look at More: A Proven Approach to Innovation, Growth, and Change by Andy Stefanovich Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Look at More: A Proven Approach to Innovation, Growth, and Change by Andy Stefanovich books to read online.

Online Look at More: A Proven Approach to Innovation, Growth, and Change by Andy Stefanovich ebook PDF download

Look at More: A Proven Approach to Innovation, Growth, and Change by Andy Stefanovich Doc

Look at More: A Proven Approach to Innovation, Growth, and Change by Andy Stefanovich Mobipocket

Look at More: A Proven Approach to Innovation, Growth, and Change by Andy Stefanovich EPub