

Kill The Company End Status Quo Start An Innovation Revolution Lisa Bodell

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Kill the Company: End the Status Quo, Start an Innovation Revolution

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It's not hyperbole to suggest that "Kill The Company: End the Status Quo, Start an Innovation Revolution?" is changing the thinking of business leadership and is creating leaders wanting to drive marketing innovation. Well, you would, wouldn't you? I just spent a week on a production in Miami reading it.

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It's the creative destruction on a micro-level. By leveraging creative and innovative powers in employees, the status quo can be ended, the current company killed and an innovation revolution started. Everyone is a change agent, according to the author.

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ABOUT THE PRESENTER Lisa Bodell is founder and CEO of futurethink, and author of Kill The Company: End the Status Quo, Start an Innovation Revolution.

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KILL THE COMPANY: End the Status Quo, Start an Innovation Revolution. (Bibliomotion; hardcover; May 15, 2012), Bodell argues that in most cases, a company's number-one enemy is itself. Organizational structures have become dominated by complexity, and worse, complacency—two evils that cripple our abilities to realize our potential, smothering any hint of innovation from the outset.

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For many, implementing an innovation strategy, which requires changes within an organization, means
adding layers of new processes. Lisa Bodell, author of Kill the Company: End the Status Quo, Start an
Innovation Revolution, argues that there are straightforward ways to make change without bogging down
the organization.

~~'Kill the Company': Identify Your Weaknesses Before Your ...~~

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Kill the Company, End the Status Quo By Steve Bruce Jun 8, 2015 Recruiting Sometimes you have to kill
the company to make space for change and innovation, says Lisa Bodell, CEO of futurethink. Bodell
keynoted the Society for Human Resource Management's (SHRM) Talent Management Conference and
Exhibition, held recently in San Diego.

~~Kill the Company, End the Status Quo — HR Daily Advisor~~

But the zombie company it has become, the one infected by the twin viruses of negativity and
complacency, the one populated by frustrated, worn-out employees, the one dragging its feet through the
muck of processes, short-term metrics, and the status quo?

~~Before You Innovate, You First Must Kill Your Company ...~~

The content is more about leadership than marketing overall, but several themes pop and nicely align

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with the thinking above. It's not hyperbole to suggest that "Kill The Company: End the Status...

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