

BUILD YOUR OWN GARAGE

Blueprints and Tools to Unleash
Your Company's Hidden Creativity

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The Web site for this book is at: <http://www.buildthegarage.com>.

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MAIN IDEA

Garages are revered in business folklore as places where good ideas can be grown into new businesses. But it isn't just start-ups that need a garage – every company actually needs an in-house garage (even if it's just a metaphorical garage) where creative ideas can bubble to the surface if its aspires to be vibrant and successful in the future.

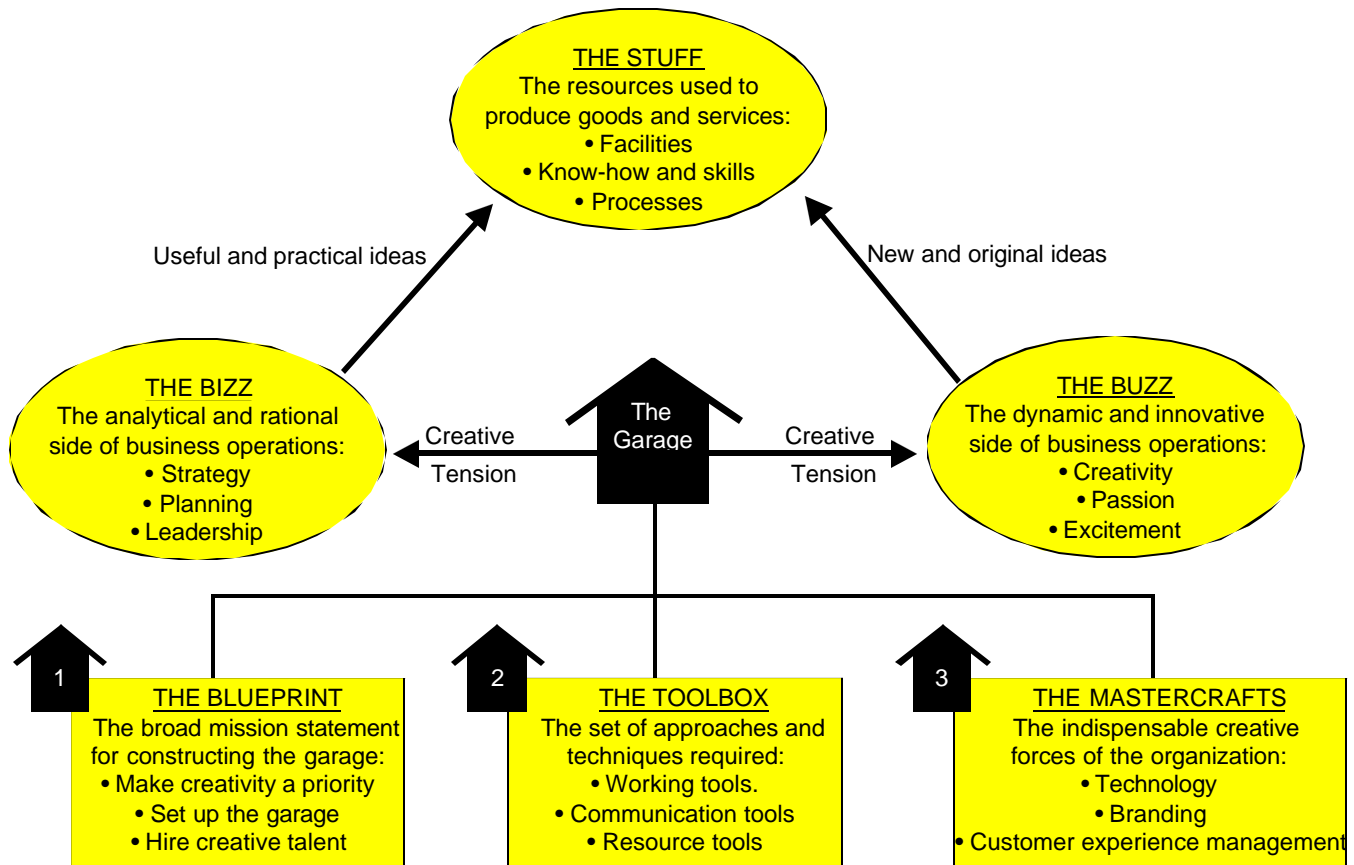
So what's the key to building and running a successful corporate garage? Mostly, it's hitting the right balance between the systems side of the business and the creative side. Go too far on the systems side and the business will be sterile and lacking passion. Conversely, go too far on the creative side, and the business will come up with interesting ideas which never get put into action. The best companies capture and then harness the creative tension between these two opposites.

Putting together an good corporate garage requires three key components:

- A blueprint – the mission statement of the garage.
- A toolbox – specific tools and instruments for infusing creativity throughout the organization.
- Expertise in three mastercrafts – technology, branding and customer experience management.

Almost every business organization has untapped reserves of creativity. The garage approach unleashes those reserves and provides a framework around which creative ideas can be turned into a sustainable competitive advantage. It also provides an approach to exploiting and harnessing new ideas that ensures the most creative efforts will be well implemented and coordinated during the execution phase.

In short, build your own garage to become innovative, creative and profitable.



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