

INNOVATE LIKE EDISON

The Success System of America's Greatest Inventor MICHAEL GELB and SARAH CALDICOTT

MICHAEL GELB is a business consultant, author and public speaker. He specializes in the application of genius thinking to personal and organizational thinking. He is recognized as a pioneer in the fields of creative thinking, accelerated learning and innovative leadership. His consulting clients have included DuPont, General Electric, Microsoft and Nike and he is the author of ten books including *How to Think Like Leonardo da Vinci, Body Learning* and *Mind Mapping*. Mr. Gelb's Web site is at www.michaelgelb.com.

SARAH CALDICOTT is a great-grandniece of Thomas Edison. She heads her own innovation and marketing consultancy firm, PowerPatterns. Ms. Caldicott is a graduate of Wellesley College and Dartmouth's school of business. She has twelve years experience as a marketing executive with Pepsico and Unilever, has led numerous executive seminars on innovation and is an accomplished public speaker on innovation practices. Ms. Caldicott's Web site is at www.sarahcaldicott.com.

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MAIN IDEA

By any measure imaginable, Thomas Edison is the greatest innovator in American history:

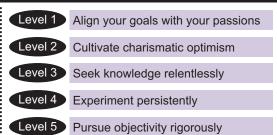
- · He generated a record-breaking 1,093 US patents and 1,293 international patents over 62 successive years.
- · Many of Edison's inventions have gone on to become the basis for what are today vast multi-billion-dollar worldwide industries.
- He established the world's first industrial research laboratory and a systematic process for innovation.
- Edison founded General Electric and pioneered the lighting, phonograph, movies, batteries and cement industries.

Obviously. Edison knew how to innovate. He based his entire innovation success around five competencies. Within each of these competencies, five essential elements can also be identified as building blocks or best practices Edison used. Taken together, these five competencies and twenty-five elements provide a blueprint for innovating like Edison.

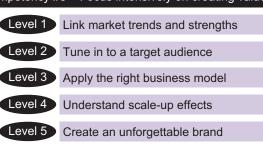
"Thomas Edison invented systematic innovation and there is much to be gained by revisiting his methods and making them relevant to the challenges we face now. Edison was, of course, an exceptional genius, but the greatest product of his genius was the establishment of a systematic approach to success that he believed anyone could emulate."

- Michael Geb and Sarah Caldicott

Competency #1 – Have a solution-centered mindset











Competency #4 - Harness master-mind collaboration

Level 1	Recruit great people
Level 2	Form multidisciplinary teams
Level 3	Encourage open exchange of ideas
Level 4	Reward collaborators generously
Level 5	Network with outsiders intensively

Competency #3 – Apply full-spectrum engagement

Level 1	Balance work and relaxation
Level 2	Be both serious and playful
Level 3	Share ideas but always protect them
Level 4	Simplify complex ideas
Level 5	Balance solitude and teamwork

Competency #1 – Have a solution-centered mindset	Pages 2 - 3
Competency #2 – Use "kaleidoscopic" thinking	Pages 3 - 4
Competency #3 – Apply full-spectrum engagement	Pages 4 - 5
Competency #4 – Harness master-mind collaborations	Pages 5 - 6
Competency #5 – Focus intensively on creating value	Pages 7 - 8

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