IDEAFLOW

The Only Business Metric That Matters

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The website for this book is at: www.ideaflow.design.

Summaries.Com

MAIN IDEA

ideas / time = **IDEA**FLOW

IDEAFLOW is a business metric. It's the number of creative ideas you or your organization generates over a specified period of time. To become more creative, you should consistently measure your IdeaFlow, and then take steps to progressively increase and grow it .

To achieve that, build generating and using IdeaFlow into your daily routine in two ways:
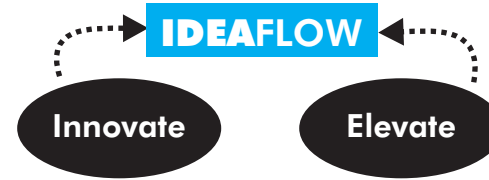
IDEAFLOW
Innovate   Elevate
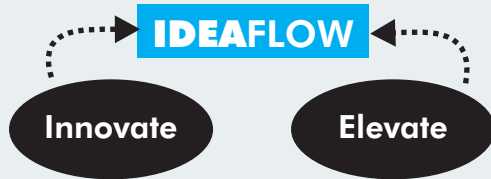
1. Innovate – build an innovation pipeline which turns ideas into viable products, using real-world data generated by tests, not theories.

2. Elevate – fill your innovation pipeline by cultivating breakthrough ideas, lots of them.

Innovation is never a single lightbulb moment, or a solitary achievement. Nor is it a brainstorming session, a workshop, or even a scheduled sprint. In reality, innovation needs to be a daily practice, and it should never be left just to the creatives – everyone should be routinely generating and commercializing innovative ideas. Everyone should be actively working on your IdeaFlow.

"Ideaflow should be a key performance indicator on every leader's radar. Taking stock of personal and organizational ideaflow is a quick and easy way to determine a creative baseline and chart progress. Ideaflow is a useful proxy for measuring overall innovation capacity because the ability to generate a flood of ideas on demand correlates with overall creative health. It's a barometer—it doesn't tell you where every cloud is, but rather that a storm is on the way."
— Jeremy Utley and Perry Klebahn

IDEAFLOW
Innovate   Elevate

IdeaFlow is the creation and expansion of a pipeline of new ideas and different connections between existing ideas. In innovation, quantity leads to quality. If you want to come up with better creative breakthroughs, generate more ideas to test.

Build a pipeline for generating, testing, and implementing breakthrough ideas. Make sure every base is covered from ideation to real world experimentation.

Innovate

1	Measure future SUCCESS in today's ideas
2	AMPLIFY your ongoing IdeaFlow
3	FLOOD practical problems with ideas
4	Build a BIG INNOVATION PIPELINE
5	Always put ideas to REAL WORLD TESTS
6	Make the WORLD your test lab

Once you have a working innovation pipeline, you then have to fill that pipeline with breakthrough ideas. The best way to do that is to cultivate ideas by feeding your brain divergent inputs. Learn the art of idea cultivation.

Elevate

1	Mine for different PERSPECTIVES
2	Shake up your OWN PERSPECTIVE
3	Stoke everyone's CURIOSITY
4	Encourage more CREATIVE COLLISIONS
5	Untangle any CREATIVE KNOTS