



Chance or Choice: Unlocking Innovation Success

Greg McLaughlin, Vinny Caraballo

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Twenty-first century advances in technology, transportation, and business models have enabled companies of all sizes to enter markets once thought to be the exclusive domain of giant enterprises. In this environment, innovation has emerged as the competitive differentiator that will propel companies to become global leaders.

Supplying practical guidance for integrating innovation throughout the organization, **Chance or Choice: Unlocking Innovation Success** introduces the authors' proprietary ENOVALE methodology. ENOVALE is a blueprint that provides leaders and managers of any organization with a strategic framework to initiate and maintain innovation and achieve a sustainable competitive advantage.

What makes this book different is that it originates from decades of experience, cutting-edge research, and empirical evidence. The results come from the authors' work on Project Impact, an ongoing multiyear global study to measure attitudes, opinions, and disposition of different cultures towards innovation. Expanding on the current definition of innovation, the book:

- Spells out a detailed "how-to" approach for those responsible for innovation leadership
- Outlines practical solutions and time-tested strategies
- Emphasizes the role of the individual as the ultimate innovator
- Presents concepts that are applicable across a range of industries, including the services industry

Rather than relegating innovation to the R&D and engineering functions, the book extends the ENOVALE framework into all functions of your organization. It also details a project strategy useful for any type of innovation to help you lead your teams in leveraging the innovative capabilities valued by your customers and users. Throughout the book, the authors outline the tools and concepts you will need to move your organization from simply surviving to thriving in today's brutally competitive global environment.

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