



## BEST PRACTICE TIPS TO GET TO NEW THINKING

We are driven to find the best sources to help you improve your thinking, your process, and your results.



### THINKING ABOUT THINKING

*At thinkingU the key principles we preach and practice are: there is no one right answer, check your thinking first before examining others, leverage others strengths, and manage for outcome. To start off on the right foot, try these books:*

Learning more about human beings and how we think helps you improve your thinking so explore **Influence -the Psychology of Persuasion** by Robert Cialdini, PHD. This book identifies six concepts that impact decision making and how to put them to work for your benefit.

Framing a problem helps you see new solutions. Roger Martin explores new thinking concepts in **The Opposable Mind-Winning through Integrative thinking**. It will guide you to explore beyond immediate answers and get to new and better thinking.

Follow that with **Beyond Ego – influential leadership starts within**. If you lead a team this book by Executive Coach Art Horn will help you appreciate your impact on other people and how to lead productively and effectively.

### THINKING ABOUT INNOVATION

*Lots of people talk about innovation but few actually accomplish it. To help you walk the talk, learn from the best who practice it everyday:*

IDEO founders Tom Kelley and Tim Brown are the pioneers in design thinking in the United States. Read **Change by design- how design thinking transforms organizations and inspires innovation** which explains the process of design thinking, or **The Art of Innovation- lessons in creativity from IDEO** to learn from real life examples.

**Getting to Maybe- How the world is changed** by Frances Westley, Brenda Zimmerman and Michael Patton, is an important read if you are looking to put a dent in the universe by tackling big social problems. This book has great examples and cases of solving complex problems with new thinking.

You may need to develop a disciplined problem solving process to get your ideas into the world. If so read **Creative Leadership – Skills that Drive Change** by Dr. Gerard Puccio, of Buffalo State University. It is an accessible academic book that examines each stage of thinking and the leadership that is required throughout the innovation process.

[www.thinkingu.ca](http://www.thinkingu.ca)

### THINKING ABOUT STRATEGY

*The definition of strategy is “a plan” and at thinkingU we often say “if you don’t know where you are going any road will take you there”. So if you want to get somewhere take the advice from these experts:*

The futurist Peter Schwartz explains Scenario Planning in **The Art of the Long View – planning for the future in an uncertain world**. If you have an interest in complex problem solving and planning ahead this book provides an overview through the real life case of Royal Dutch/Shell Group anticipating the oil crisis in the 1980’s.

**Good to Great** by Jim Collins provides a step by step process for successful business strategy. Key concepts like “Face the brutal facts” and identify what gets in the way are key to any positive change. You can find many helpful tools at the site jimcollins.com.

Good, let alone great, books on Brand Strategy are rare. Here is my list of where to start in order to glean the best principles and insights;

David Aaker- **Building Strong Brands**, Simon Sinek- **Start with Why**, Lisa Fortini-Campbell- **Hitting the Sweet Spot-how consumer insights can inspire better marketing and advertising**.

### THINKING ABOUT GETTING STUFF DONE

*So you have a great idea but now what? Implementation is often what trips up most organizations so if you want to get stuff done chart a path here:*

**Making Ideas Happen- overcoming the obstacles between vision and reality** is written by productivity obsessed Scott Belsky. Sign up for the 99u.com newsletter, attend their conference, or buy products by Behance to increase your chances of getting stuff done.

**Essentialism - the disciplined pursuit of less** by Greg McKeown helps you focus on the things that matter most. Sign up for his newsletter to keep you on track with continuous reminders.

If you want to get your team aligned and into action then **The Workshop Book - from Individual Creativity to Group Action** by Brian Stanfield is an easy-to-follow handbook. The consensus workshop design encourages dialogue, collaboration, and provides facilitation techniques to keep participants engaged and the process productive.