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Shortcut: Getting Through to People

By Brian Tolle

AUTHORHOUSE, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.I was recently in a brainstorming session with market research and RD managers at a Fortune 50 client. The marketing manager turns to the RD technical lead and asks, can you give me a list of all possible technologies out there? She was speaking the language of high level summary of the universe of possibilities. The technical lead, on the other hand, translated it as give me information on the technologies we are capable of delivering in the near future. Simple miscommunication? Little business impact? Not if you re trying to stretch the innovation possibilities and the RD lead disqualifi es longer term technologies because they re not ready now. That s one reason why innovation at some companies looks like the same old stuff re-packaged.



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