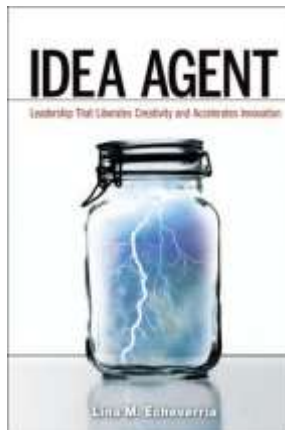

PM WORLD BOOK REVIEW



Book Title: ***The Idea Agent***
Author: **Linda M. Echeverria**
Publisher: AMACOM
Format: Hard cover; 273 pages
Publication Date: 2013
ISBN: 978-0-08144-3217-4
Reviewer: ***Nazanin Mehrooz, PMP***
Review Date: February 2013

Introduction to the Book

To survive the current competitive demands, leaders of companies need to ensure their organizations bring forth innovative ideas and drive them to fruition. This book shares the author's journey of emotional battles, triumphs and failures while developing new technologies and converted them into successful products at Corning.

Overview of Book's Structure

The book contains 16 sections:

1. Prologue: Leadership for Fast-Paced Innovation
2. My Personal Journey – Conflict in Art and Science
3. Passion 1 – Into the Ring of Fire
4. My Personal Journey – Finding My Wings
5. Passion 2 – Let the Best Take Flight
6. My Personal Journey – Standing Up for Values
7. Passion 3 – Live Values That Liberate Creativity
8. My Personal Journey – Demand for Excellence in the Tropical Rain Forest
9. Passion 4 – Demand Excellence and Enrich Lives
10. My Personal Journey – Culture in the South Pacific
11. Passion 5 – Create a Culture
12. My Personal Journey – An Urgency for Structure
13. Passion 6 – Structure a Clear Organization
14. My Personal Journey – On My way to France
15. Passion 7 – Provide Authentic Leadership
16. Epilogue – Let Life Continue

Highlights: What's New in this Book

- The author shares her emotional experiences in battling creative freedom versus adherence to processes.
- Maximizing the ability to draw out full potentials of the best performers (by knowing their personal passions, idiosyncrasies and strengths) and understanding their low boredom threshold, desire not to be led and expectation of instant access can help leaders create an environment where they can thrive and feel supported to deliver breakthrough innovations in spite of challenges.
- Instilling values which liberate creativity, transparency, integrity, trust and passion is essential to foster innovative breakthroughs. Respect, interdependence and freedom should be part of the organizational culture. Having these in place will contribute to flexibility, rigor and fun which foster creativity.

Highlights: What I liked!

The author shares her real life experiences. The challenges she faced are very true to life and are useful lessons learned for the readers. The seven elements to create a culture of success in delivering innovation are essential for leaders to incorporate into their environment.

Shortfalls: What was Missing?

The book focuses on the author's journey and doesn't share experiences lessons learned from other leaders. It is not intended to be a theoretical book which shares research results on how organizations can balance demand for efficiency and innovation.

Who might benefit from the Book?

Any leader who needs to drive innovation to fruition would benefit from reading this book. Also anyone who works with creative talents can better understand how to maximize their contributions.

Conclusion

For an organization to be able to deliver solid innovations, high performing teams need to be formed and nurtured. This requires a balance between the art and science. The creative talents struggle to find balance to thrive in an environment which is process driven. This book helps to understand their views, challenges and how to create a supportive culture to drive innovations to fruition. The lessons shared based on the

experiences of a successful leader are also helpful for those who maybe battling similar challenges.

The Idea Agent, by Linda M. Echeverria; published by AMACOM Publishing; 2013, ISBN 9780814432174; 273 pages, hard cover; list price = \$27.95; More at <http://www.amacombooks.org/book.cfm?isbn=9780814432174>

Editor's note: This book review was the result of cooperation between the publisher, PM World and the Dallas Chapter of the Project Management Institute (PMI Dallas Chapter – www.pmidallas.org). Publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published by PM World in the PM World Journal and PM World Library. PMI Dallas Chapter members are all mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@pmworldjournal.net.

About the Reviewer



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Nazanin Mehrooz studied software engineering and has worked in many industries (including defense and telecom). Most recently, her focus has been on IT operations, project and program management. She is an active volunteer for the Dallas and Ft Worth, Texas chapters of the Project Management Institute (PMI®). Email: nazi_mehrooz@yahoo.com