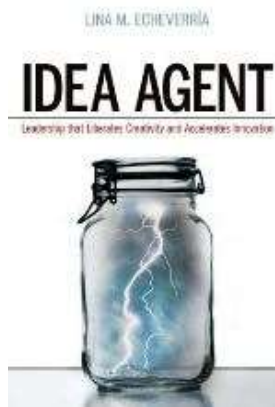

PM WORLD BOOK REVIEW



Book Title: ***Idea Agent: Leadership that Liberates Creativity and Accelerates Innovation***

Author: Lina M. Echeverria

Publisher: AMACOM

List Price: \$27.95 Format: Experiential text

Publication Date: 2013 ISBN: 978-0-8144-3217-4

Reviewer: Rick Kimball

Review Date: 5/26/2017

Introduction

Leadership has been written about for decades. The Idea Agent takes the process of leadership from “A to Z” in a highly creative engaging way. This book demands your attention as it digs deep into the innovative world of leadership. Liberating leadership through the development of individuals is the overwhelming theme.

Powerful testimony abounds as our author recounts many instances of team lead selection and personal development.

Idea Agent is a personal journey of those who choose to lead. Technology driven scientists are thrown into the arena of working together in order to solve some of engineering’s biggest challenges.

Overview of Book’s Structure

Lina (our author) wraps her leadership style around the seven passions described as: Into the Ring of Fire, Let the Best Take Flight, Live Values that Liberate Creativity, Demand Excellence and Enrich Lives, create a Culture, structure a Clear organization, and Provide Authentic leadership.

Each passion is explained in detail giving the reader insight of setting the right stage, for the top creative minds to deliver, and discover.

Highlights

Idea Agent is fast paced and explains in great detail how scientific technology teams can succeed in conflicted confrontational environments. The majority of this book describes from Lina’s vantage point how Corning Inc. manages its organization in a demanding (often abrasive) competitive world of technology. Some of the world’s

best minds and finest laboratories converge and must thrive in order for new product lines to survive and enter the marketplace.

Understanding personalities, unlocking inner potential, and in some cases, stepping aside are the true marks of a successful leader.

Idea Agent is in effect a blueprint / guide, for top quality management of teams and individuals.

Great leadership, as the book explains, requires a level hand to deliver the rigor when necessary, blended with exact timing to step back, as the team propels forward.

Highlights: What I liked!

Unlocking the individual's potential, by giving them an open accepting environment is the catalyst to move beyond the ordinary.

In a technological world, all egos are on the sideline paving the way for open debate and real success.

Idea Agent proves major design flaws engineering challenges can be solved when a team unlocks inner creativity allowing innovation to accelerate.

Who might benefit from the Book?

Idea Agent is so rich with descriptive exacting proven methods (called the seven passions), it may well be "The Book" you want your team to collectively read and discuss. If realigning your team is on the agenda this book is a superlative choice.

Delivering over the top projects that exceed expectations is of course every team's objective. As our author explains, the body of work always considers the individual; "one person at a time". Any company culture, or setting, has the ability to create and deliver breakthroughs.

Whether you are a first timer in a leadership role or perhaps recently chosen as having a key piece in the project, this book will stir you to great achievement.

Conclusion

Whether it was glass, ceramic, or fiber, the leadership @ Corning Inc. succeeded through individual creative development in a flourishing environment.

Through creative leadership the impact of teams and individuals have been felt around the world.

The brilliance of this book is of course the many accomplishments of gifted teams, and the overall growth of individuals; their willingness to open up to change. Time

and time again working as one and echoing together results in unquestionable success.

The teams described in *Idea Agent* gave the world faster optical fiber for the internet; which is viewed on flat panel glass used in LCD TVs, and smartphones.

Invite your team to reach these heights !

For more about this book, go to:

<http://www.amacombooks.org/book.cfm?isbn=9780814432174>

Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and 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 in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally 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@peworldjournal.net.

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Rick Kimball, CPMR, PMP is owner of the R. F. Kimball Co., Inc. (Manufacturer's Representative), a fifty-year-old company specializing in the technical sales of electronic products.

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