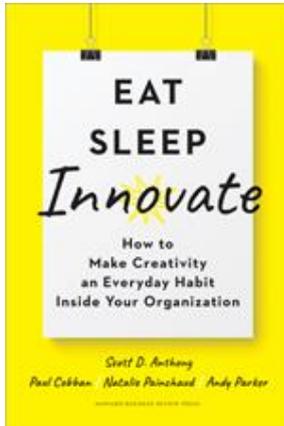


PM WORLD BOOK REVIEW



Book Title: **Eat, Sleep, *Innovate*: How to Make Creativity an Everyday Habit Inside Your Organization**

Authors: **by Scott D. Anthony, Paul Cobban, Natalie Painchaud, Andy Parker**

Publisher: Harvard Business Review Press

List Price: \$28.00 Format: Hardcover & eBook, 272 pages

Publication Date: October 2020 ISBN: 13: 9781633698376

Reviewer: **Shauna Skolnick** Review Date: October 2020

Introduction

“Eat, Sleep, *Innovate*,” by Scott D. Anthony, is as straight forward as the title suggests, but the content is rich with essential detail for today’s business leaders. With a bit of humor woven throughout, this basic step-by-step guide about harnessing the power of innovation every single day, is an enjoyable, light-hearted read. Delivering the message in a fun, yet poignant manner allows the authors to dive into complex topics such as behavioral science and corporate psychology without losing the reader.

The “best of the best” organizations have figured out how to leverage innovation from every aspect of their workforce in order to propel them into hyper-growth, and in some cases, disrupt an entire industry all together. Reading “Eat, Sleep, *Innovate*,” you will learn why some companies are extremely successful in creating a culture that fosters daily innovation and that the means by which they harness the intellectual creative capital is what keeps these organizations at the very forefront of everyone’s envy.

Overview of Book’s Structure

“Eat, Sleep, *Innovate*” begins first by laying a foundation for identifying the 5 behaviors that drive successful innovation and offers insight into better understanding the psyche behind these common behaviors. It then segues into a myriad of valuable tips, tricks and tools anyone can use to cultivate the right kind of environment that drives real innovation.

Page after page provides real world examples and total transparency of the best practices used by companies who have mastered true innovation. With each specific story, the correlation between innovation and success becomes more apparent.

Anthony and his co-authors provide an extensive compilation of companies and leaders who have figured out that it is not enough to merely promote an environment “open to new ideas,” that impactful innovation is never going to be something generated by the top ranks and distributed below. Nor will a designated “creative team” in a pseudo think tank offer more than a few interesting ideas. At the heart of innovation, there is something more...it’s either threaded into the operational cadence of an organization’s culture, or it isn’t. For those ready to take the next step and learn the tools needed to unleash the innovative beast within, let this be your guide.

Highlights

Harnessing collective creativity for impactful innovation reminded me of results similarly found in certain financial investments – where compounded interest builds upon itself with extraordinary results day after day.

Great leaders understanding how to leverage the intellectual capital from their entire workforce – the “compounded interest” and multiplier essential to breaking barriers. They know the power of innovation takes many ideas, many failures, and a lot of collaboration. Innovative companies encourage employees to be curious, customer-obsessed, collaborative, adept in ambiguity, and empowered. These leaders build environments that are agile and flexible. They limit the institutional “shackles” that stifle innovation.

Highlights: What I liked!

“Innoganda” – a new word that should be added to Webster’s dictionary! We’ve all been here, where company leadership force-feeds the newest, greatest idea for integration down amongst the ranks, only to see it fail miserably upon adoption. “Great” ideas launched from the top by executive brainpower with the Innoganda spin so over-the-top that employees can’t help but shrug and snicker through rollout. What a great word!

Who might benefit from the Book?

Anyone, anywhere, can benefit from “Eat, Sleep, *Innovate*.” Leaders looking to boldly break status quo and truly harness the collective power of employee passions, drive and ideas need to read this book to understand the psychology around innovation and how the culture of a company can either stifle or empower people.

Do you have a “psychologically safe” environment?

Are your employees really empowered to create?

Are your teams excited to fail?

Does your organization have a high failure tolerance?

If you answered yes, great job! If you answered no, pick up a copy of “Eat, Sleep, *Innovate*” to learn what the others already know.

Conclusion

People are capable of extraordinary things. The world's greatest untapped resource for energy is innovation and creativity from the everyday worker, everyday single day. Ensuring creativity is a daily organizational habit is challenging. This book will teach your organization how to embrace the change, how to be agile, and learn to take risks – and it starts with leadership.

If your organization is stuck in a rut, it's time to consider a new approach. "Eat, Sleep, Innovate" can be your guide in creating a logical step-by-step process to developing high performing, engaged and productive teams. Break free from the inertia of existing habits and the limitations that prevent us from attaining greatness and cultivate an environment that nurtures the ideas, dreams and creativity needed to resolve problems and let it become an everyday habit.

For more about this book, go to: <https://store.hbr.org/product/eat-sleep-innovate-how-to-make-creativity-an-everyday-habit-inside-your-organization/10308>

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. 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.com.

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Shauna Skolnick is a Technology Staffing Industry leader with 20 years of experience managing high-volume critical business operations. She has focused her career on Enterprise Resource Planning, Talent Acquisition, Team Training, and Performance Management. Her success is attributed to building highly diverse teams and providing quality technical resources required to support Fortune 100 clients and Federal Government Secret/Top Secret Cleared engagements.

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