



# The Innovator's Way: Essential Practices for Successful Innovation

*Peter J. Denning, Robert Dunham*

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*Innovation* is the ruling buzzword in business today. Technology companies invest billions in developing new gadgets; business leaders see innovation as the key to a competitive edge; policymakers craft regulations to foster a climate of innovation. And yet businesses report a success rate of only four percent for innovation initiatives. Can we significantly increase our odds of success? In *The Innovator's Way*, innovation experts Peter Denning and Robert Dunham reply with an emphatic yes. Innovation, they write, is not simply an invention, a policy, or a process to be managed. It is a personal skill that can be learned, developed through practice, and extended into organizations. Denning and Dunham identify and describe eight personal practices that all successful innovators perform: sensing, envisioning, offering, adopting, sustaining, executing, leading, and embodying. Together, these practices can boost a fledgling innovator to success. Weakness in any of these practices, they show, blocks innovation. Denning and Dunham chart the path to innovation mastery, from individual practices to teams and social networks.

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