



## **Summary : The Idea-Driven Organization - Alan Robinson and Dean Schroeder: Unlocking the Power in Bottom-Up Ideas**

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**Complete summary of Alan Robinson and Dean Schroeder's book: "The Idea-Driven Organization"**

This summary of ideas from Alan Robinson and Dean Schroeder's book "The Idea-Driven Organization" details how the best ideas to improve a business often come from the front-line. According to Robinson and Schroeder, you should listen to these ideas and apply them. This is exactly what an idea-driven organization does. For this concept to work, organizations must have systems in place to push and pull these ideas.

There are five steps to building an idea-driven organization:

1. Understand the power of front-line ideas
2. Realize this needs different leadership
3. Align your strategy and management
4. Implement your front-line idea system
5. Use these ideas to innovate

## **Reasons to read this summary:**

- Save time
- Understand the power of front-line ideas
- Build an idea-driven organization and benefit from innovative ideas

**To learn more, read the summary of “The Idea-Driven Organization” and start listening to those that know your business the best!**

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