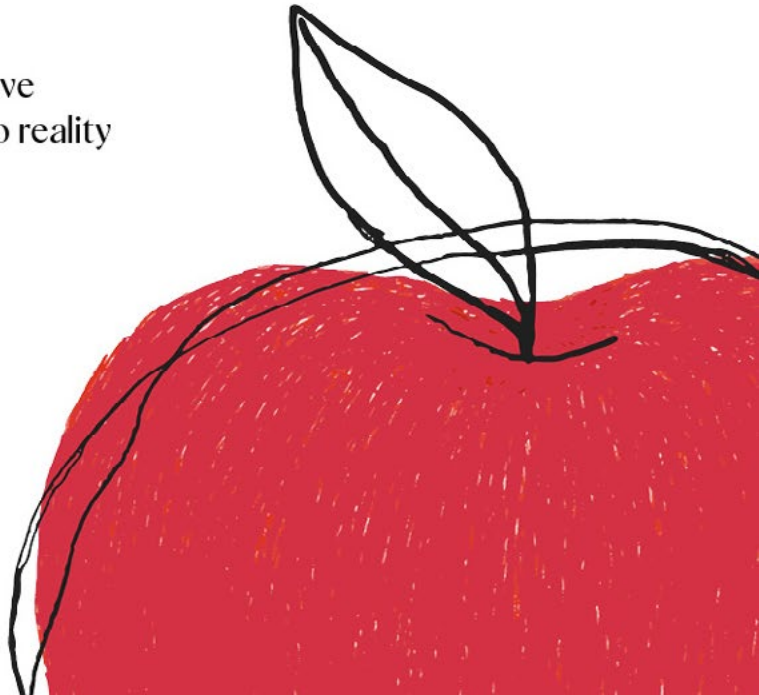


Kristin Reinbach

FREE
SAMPLE

MAGIC INNOVATION LEADER- SHIP

How to turn innovative
(business) ideas into reality
The 7 Roots and
7 Milestones of
Getting There.



Introduction



This book was conceived in 2011 and first published in 2012. I wrote it because I felt an urgent need to set up product development, business model setups, and innovation processes in a more systematic as well as human way. In over 15 years of marketing, sales, and strategy consulting, I saw time and again how difficult things could get once – tada! – innovation, i.e., trying to get really cool new things done, came into the picture. There was obviously more to it than just inviting people to a brainstorming session.

At that time, this handbook was in itself an innovation, since it was published as a hybrid book – a combination of a printed and an ebook version. Ebooks were still a pretty new thing at the time, and most of them were, even though they consisted only of copy, visually challenging. “Magic Innovation Leadership,” however, was created with the intent of being as brain–friendly and, therefore, as easy to grasp and implement as possible, which meant it absolutely had to include visuals, checklists, and cheat sheets. Also, it was published in German in Germany.

At that time, a business book that included visuals was condescendingly smiled upon by established publishers – that could not possibly be a truly professional book, could it? So, I founded my second company, krysalis publishing, got ISBN codes, found ways to create an ebook that

contained visual elements, and set up distribution channels...

I would love to say that it was a bestseller in spite of everything. It has not been. Not yet, at least. However, it served a maybe even more important job: as a matter of fact, this handbook became the go-to source for how we work at my digital brand agency, OVERW8. At OVERW8, we specialise in supporting primarily startups and scale-ups, as well as SMEs with highly innovative endeavors. We have helped people who are trying to do bold things such as re-inventing plastic recycling, setting up one of the first crypto tokens in Germany, closing the gap in Female fintech and turning a “dirty” industry into one that is clean and carbon-busting.

There was only one restriction that became annoying over time. The book and, therefore, the contents, the in-sights, and the help they provided only existed in German – and in my head. I was happy to share and coach along these lines, but it was clearly much too dependent on personal interaction between my clients and myself. This book has proven to be a highly relevant tool for our clients and for ourselves, even during the pandemic. So, I have decided that having stood the test of time for 10 years now, it is timeless as it is and should be spread more widely.

This third edition has been slightly revised to be a bit more startup-focused than the first and second (German) editions. Some updates were necessary and we left some parts out that were too corporate-minded. Yes, there is even more room for improvement to add insights from current research (mostly recent insights from positive psychology, individual vs group psychology, resilience, etc.). I have decided not to add them yet, but I plan to do so by the end of 2023, building on your feedback

and questions. For now, we just want to make sure that this valuable toolset is available to you, entrepreneurs, teams, and startups around Europe and around the globe as quickly as possible.

Go ahead and use it so that your innovation processes can become more structured, less of a pain in the a***, and help you be even more successful.

Create your own innovation magic!

All the best,

Kristin Reinbach

P.S. If you have any questions, feel free to reach out to me at reinbach@overw8.de or via LinkedIn.

Mindset modules



In both parts, I have included mindset building blocks for you, which you can try yourself or with others.

Thus, you can already start strengthening your personal innovation mindset as you read this book.

These magic building blocks are:



Book recommendations,



references to films



or fitting/suitable music.



There are building blocks to think about



and to act on



as well as experiments to try.



Furthermore, there are quotes



and examples.



The sad emoji is used to indicate everything that weakens innovation.



The smiling emoji is used for everything that strengthens the magic.

If you feel like it, pull out a new notebook or use your regular one and start testing some ideas in writing.

Warning:

We don't do neutral

For this book, I used an interdisciplinary approach and included everything I consider useful:

- * Firstly, I included scientific findings from fields as diverse as organizational psychology and sociology, to individual psychology and communication science. I conducted thorough research and, most importantly, selected the most applicable and useful insights.
- * Authors from the English-speaking world were a particular source of inspiration, be it through sharing their experiential knowledge (see Branson) or from publications in the fields of life coaching and business startups. See my book suggestions in the appendix.
- * Most importantly, I have incorporated a good dose of insight from my own business experience, as well as the results of various personal experiments. Fortunately, it turned out that I had already accumulated more knowledge than I myself was aware of.

I have been profoundly influenced by the experience of over 20 years of marketing and strategy consulting and, especially, through repeatedly working and actually living in growth and development situations, including in new economy. In the last years, in particular, I have painstakingly learned much that will, I hope, be much easier for you than it was for me.

This book is in no way neutral or objective. I will share my subjective stance on what I currently find useful or otherwise. I may not have all the answers, but I hope this book will be a helpful starting point for you.



Part 1 / **The 7 Magic Roots of Innovation**

“Magic Innovation Leadership” is a classic “how to” book which will help you navigate innovation and business development processes better and more successfully. It is the book I myself would have wished for, years ago.

This book deliberately does not deal with specialized industries. Chances are, you will know the particularities of your field far better than I do. What I can tell you are the requirements for innovation across all industries, what the typical situations and hurdles are that will confront you, and how to deal with them.

In the first part, we will look at the most important sources or “roots” of innovation. These roots are the basis for a suitable innovation-oriented mindset.

By “mindset” I mean a particular set of beliefs, perceptions, and attitudes. This is the foundation to which we will keep returning in this process. You and your team will need these components of an innovation-oriented mindset throughout the long journey to realizing innovation.

The 7 Magic Roots of Innovation

The following “roots” feed innovation and thus provide the magic and the necessary ingredients to transform intention into reality:

1. **CONGRUENCE** – The magic harmony: magic becomes possible only through the unison of intentions, ideas, words and deeds.
2. **ORIGINALITY** – The magic of uniqueness: an innovation can only be as unique as the people who conceive it.
3. **PERMISSION** – The secret cultural driver: in order for innovation to take place, it must be permitted, desired and rewarded.
4. **ENERGY** – The force is with you: this root requires an excellent motor and regular topping up with the right fuel.
5. **DUALITY** – The magic complement of opposites: innovation always requires and contains both poles of life.
6. **CONFIDENCE** – The captivating power of belief: keeping fear and perceived risks at bay consistently.
7. **TRUST** – The magic of authentic leadership: because being real is the best way of building confidence in your leadership.





Ebb and flow

Interpreting ebb and flow correctly

Great creative processes move like the ebb and flow of the tide: there are phases with few, flat waves and little visible activity, and then there are phases during which everything suddenly seems to happen all at once.

**In the trough or dip of the waves, the world
looks as though it is standing still—these are
the phases which can drive us crazy.**

We may then try to force things, or we may just want to give up.

The truth is that during these moments, we are gathering the strength required for the next phase of the tide. The smart move is to use this time to familiarize ourselves with the situation, to train important basic skills and to sharpen our situational intuition. Then, when the higher waves return and we seem to suddenly ride them effortlessly, it is actually the result of the dips before, how we utilized these dips, and how we seize the moment now. It is, therefore, not really a sudden breakthrough. This is an illusion due to the fact that the successful result becomes visible so abruptly.

Why we need both highs and lows

The trick is not to take too much notice of either the lows or the highs of the tide. Each phase will pass. The apparent failure during the low phase is not, in fact, actual failure. In the wave troughs, we are working on the results that the next tide will throw onto the beach, but that are not yet visible from the outside. The results are simply not visible yet. The success of each phase of the metaphorical tide is, in fact, the success of the overall process, not of one isolated phase.

The moments of high tide do not necessarily show us what we are doing right at that point in time. In order to take advantage of the high tide, we must have learned and done many things correctly beforehand.

It is necessary to understand the whole process with its ups and downs and to combine it with the appropriate modes of thought and action.

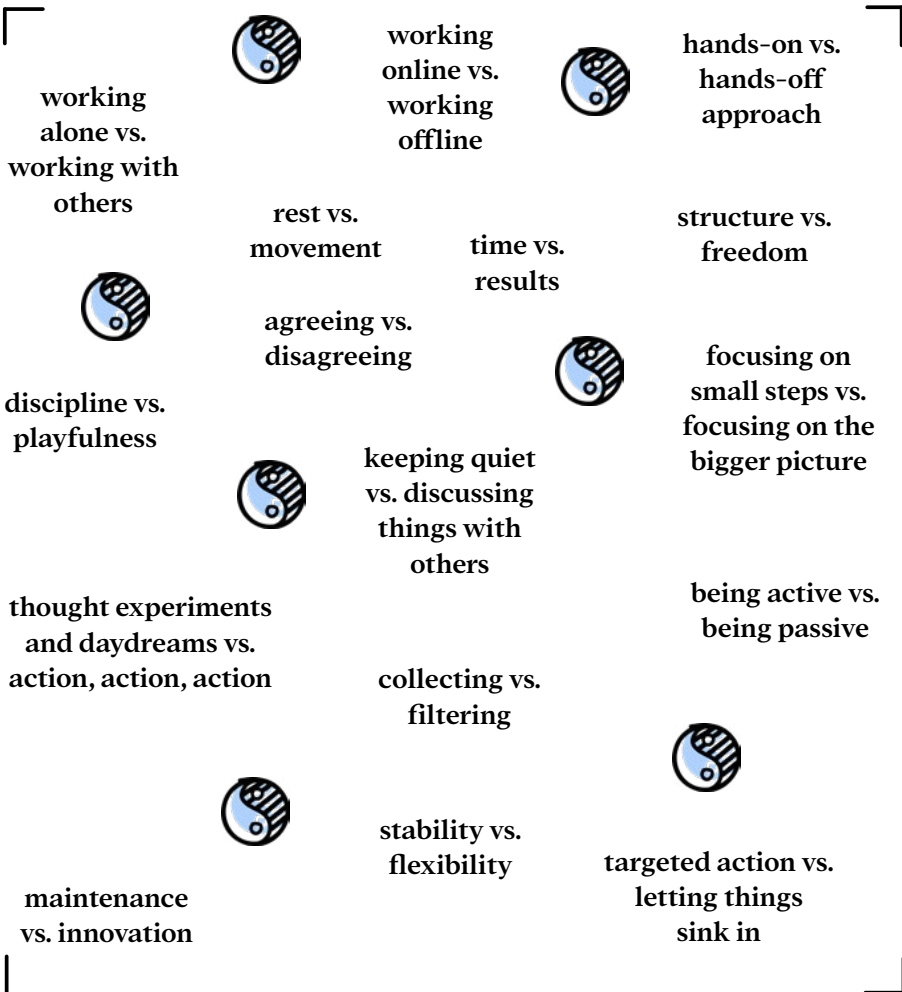


In his book on strategy and tactics, the chess legend Kasparov points out that we tend to eternally dissect our failures instead of asking ourselves how we can repeat our successes.

Your balance check

Whenever we get stuck, a change of mode is probably called for. We should ask ourselves: where are we in the process? Have we been in one mode too long? Is balance called for?

So far, I have discovered the following pairs of dualities or opposites:



Part 2 / **The Seven Magic Milestones of Innovation**

In the second part, we will then follow the path to an innovation, milestone by milestone. During the process, we will see which innovation roots are needed when and to what degree, and how we can master the respective milestones, both alone and with others.



The 7 Magic Milestones of Innovation

1. **Set a magic intention**
2. **Prepare for the journey**
3. **Find an appropriate starting point**
4. **Proceed with manageable steps**
5. **Keep the innovation engine and fuel in top condition**
6. **Overcome hurdles along the way**
7. **Persevere and make the finish line**



A GLIMPSE OF PART 2

Start in the Garage

Entitled thinking won't get us anywhere

Thoroughness is often misunderstood in the initial phase and costs a lot of money before we even get started. Most things can really start small and simple and we then look for solutions along the way – so these evolve far more organically and are usually cheaper.

Starting small does not feel good because we think that the rest of the world will not take us or our project seriously enough. Honestly, who cares? Soon enough, we will not either. At least, not after we have created a global phenomenon from our garage.

Many learn this the hard way: I, for example, thought I needed a “real” office so that the world and I myself(!) would take me seriously. My business went well, but I had customer visits a total of five times, i.e. once a year. Another entrepreneur I know is still paying off the loan for her hat studio, which was perfectly equipped right from the start. Today, she works from her rooftop home studio and her customers think this is much nicer anyway.

The solution is to focus on the essentials. For example, it was essential for me during my book-writing phase that I could be productive and be undisturbed. That I could let off creative steam. If I am honest with myself, I was able to do this very well at home in my own little room for a few months.

**Launching a business from our garage
requires us not to give a damn about what
the rest of the world thinks of it.**

Maybe it is even a great advantage if people underestimate us. By the way, this is a good test question to see if the idea and its implementation are really important to us: Would I start it in the garage or at the kitchen table if there were no other way?

The same applies to our co-creators. Yes, everyone should get fair remuneration and the hygiene factors should be taken care of, as always. Everything else such as company pensions, disputes about corner offices, or company car regulations simply do not really fit into the garage start-up picture. We need co-creators who are genuinely more excited about realizing a common dream than worrying about their company pension.

Let's go!

Let's go. Let's just do it.

We already made a rough network plan and established concrete starting points. This is enough. Anything more would suggest a fake accuracy which, though adding feel-good points, makes us inflexible. In any case, we do not know exactly what will happen along the way once we have set off. A rough orientation is sufficient. If an initially chosen path does not fit, it is easy to find an alternative in our network plan and our collection of ideas.

Now let us go and just do what we set out to do without thinking about the bigger picture. We secured the connection to the bigger picture previously, now it is time to act, act, act!

99

“Start small – but start now.”

B. Sher

Just a minute – I have one more important piece of information before you get started. Have you heard about Murphy's Law of Design?

Murphy's Law

Many people who are experienced in creative processes report that there is a special version of Murphy's Law. Regardless of whether they are authors, entrepreneurs or artists, as soon as they really start to tackle a creative topic, sure as hell, external influences will appear which supposedly demand undivided attention. It seems to be a kind of law, as though the world wants to double-check how serious we really are about our intention. It could be illness, accidents in the family, a delayed project, anything – as though all the world were conspiring against us.

I can confirm this effect by the way. As I began writing this book, distractions kept popping up – bad ones, like a landlady causing trouble when we were moving out, or good ones, like clients suddenly wanting to discuss future projects. In the past, I would not only have lamented the distraction for a long time, but would then have whined eternally that it was so stupid and that I would never get anywhere.

Knowing that this is, in fact, almost “normal,” I treated it like a sport, as a test of whether I was serious about my book. And then, with fighting spirit, I removed obstacles as quickly as possible once they cropped up and still made schedules in such a way that the actual goal received priority again.

Let us direct our sights and our actions toward our goal in all its importance.

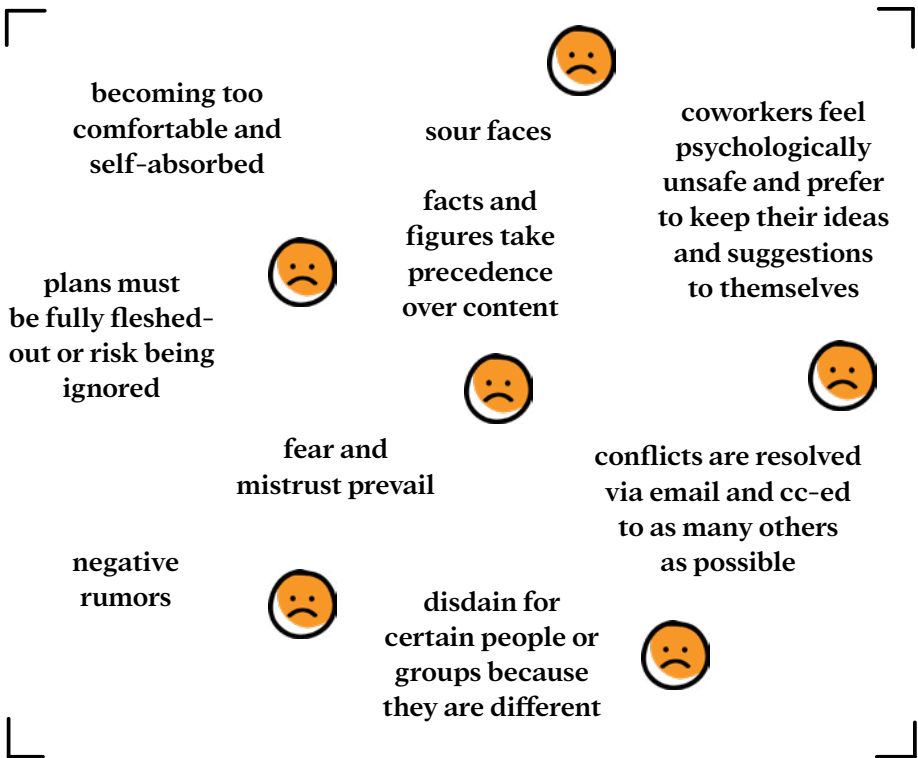


OVERVIEW TABLES

here supporting/
destroying innovation

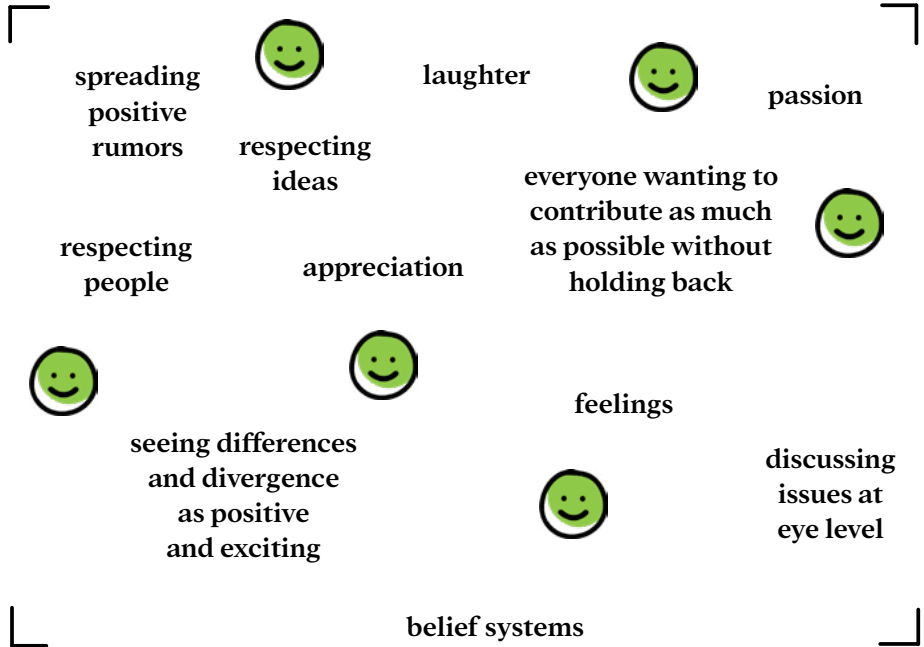
Negative examples: Things that obstruct innovation

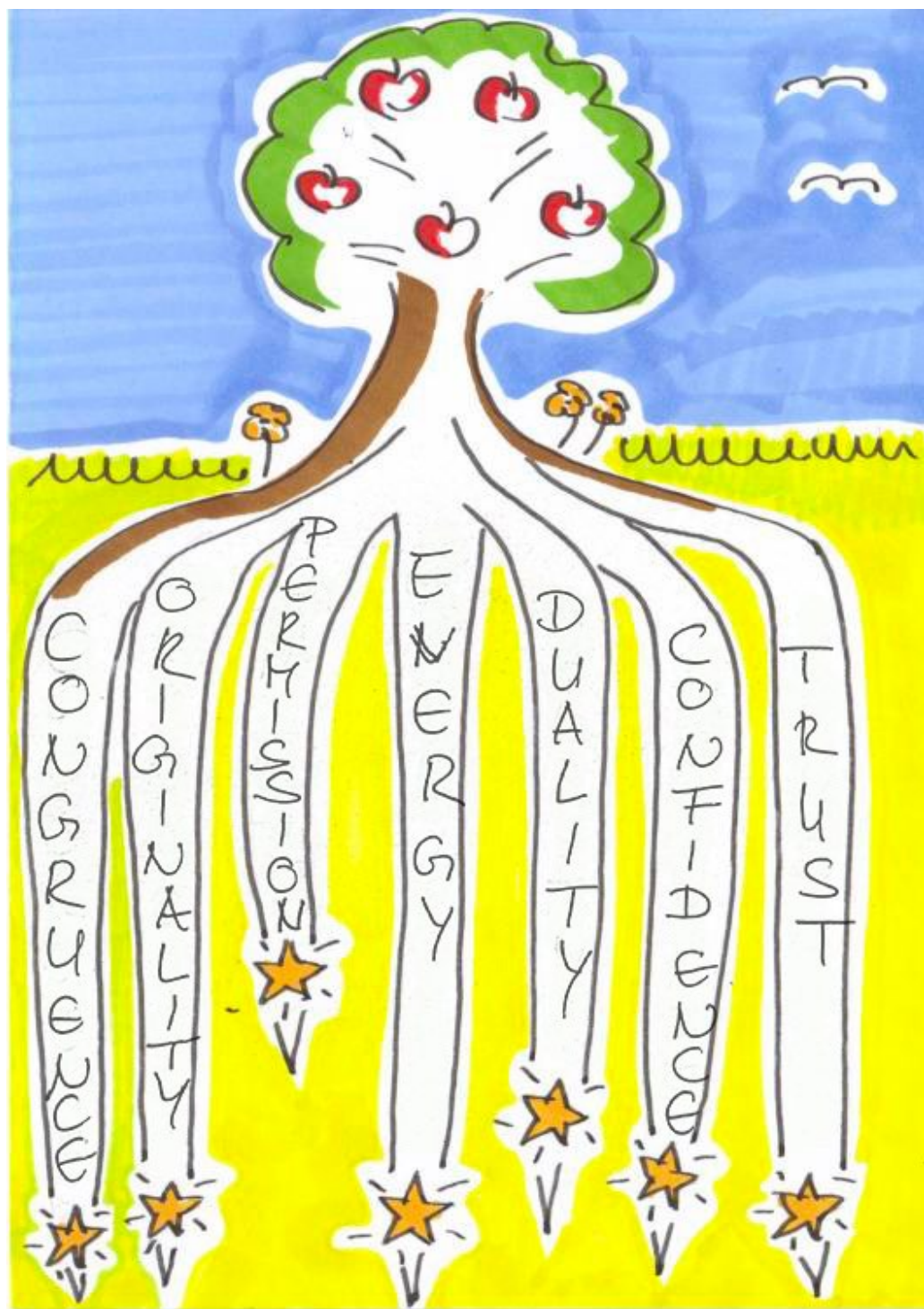
A culture of innovation is obstructed by:



Positive examples: Things that promote innovation

A culture of innovation is promoted by:





COOPERATION

ORIGINALITY

PATENTING

HURRY

QUALITY


COST-EFFECTIVENESS


PROFIT

Your permission checklist


Goal: to expand the scope of innovation


Cultural barriers

 Forbidden thoughts


 Undesired actions


 "Not OK"


 ...in my company


 ... towards people who are my role models


My personal space for innovation


 What am I allowed to think?

 What may I wish for?

 What intentions may I entertain?
Or not entertain?

 What may I do?

 What may I stand up for?

 What may I make sacrifices for?

...in my company

...towards the people I love

...towards people who are my role models

...towards the general public


...just for me

Cultural barriers

 Forbidden intentions

 Non-essentials

 ...towards the people I love

 ...towards the general public

 ...just for me

The current culture of innovation in my environment
















Anyone who thinks, says or does the following is regarded as strange:



Anyone who thinks, says or does the following is regarded as a hero:

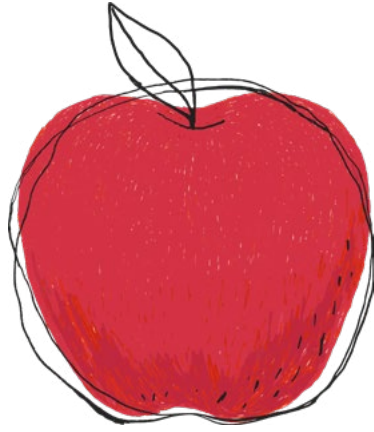
How I can respect myself:



-  have fun by myself
-  be happy about my successes and congratulate myself on them
-  support myself and smile kindly at everything I do and say
-  forgive myself (and others) for mistakes
-  apologize to myself when I have been unkind to myself
-  be generous with myself
-  grant myself all the happiness in the world
-  encourage myself in challenging situations
-  believe in myself; if I don't, who will?
-  compliment myself
-  support myself in what makes me unique
-  give myself tips and advice that are truly well-intentioned
-  give myself permission to grow in a wonderful way
-  give myself a kick in the pants if necessary to bring my light out from under a bushel

**HANDMADE
ILLUSTRATIONS
TO SUPPORT YOUR
READING**





Get a true grip on innovation leadership.

Learn how to turn innovative (business) ideas into reality. Meet the 7 roots and 7 milestones of getting there.

[BUY BOOK](#)