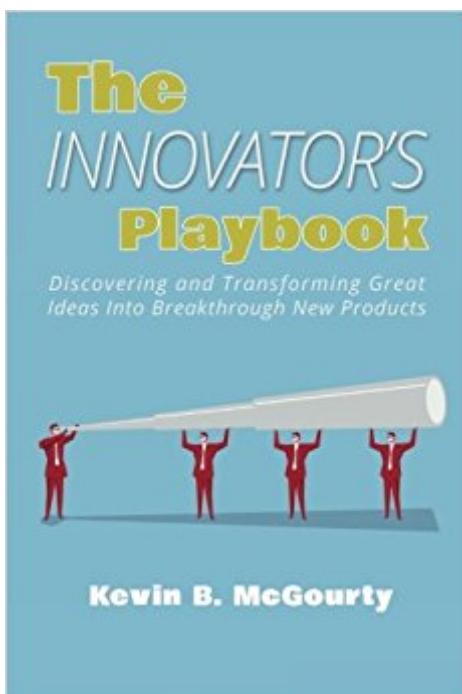


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# The Innovator's Playbook: Discovering And Transforming Great Ideas Into Breakthrough New Products



## **Synopsis**

Introducing a steady stream of fresh and innovative new products into the marketplace is the lifeblood of any organization. But all too often the development efforts create products that the market doesn't value, want, or need, resulting in a massive waste of time and money. So how does a company take the risk out of innovation? The solution is in the "jobs-to-be-done" innovation theory pioneered by Clayton Christensen and others. This proven methodology frames innovation opportunities from the customer's perspective to create products and services that match the needs of the people who use it. In *The Innovator's Playbook*, author Kevin B. McGourty provides an innovation framework that will allow you to streamline your discovery and vetting process to better identify problems that are worth solving. It will also provide you with the tools to transform initial concepts into solutions that customers truly want and value. This framework will allow you to achieve successful new product launches while simultaneously avoiding the frustrating waste associated with product failures.

## **Book Information**

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## **Customer Reviews**

Kevin B. McGourty is the president of iNPD Center, Inc., where he works with tech and B2B companies to achieve better results from their innovation and new product development efforts. He formerly served as VP of Product Planning and Strategy at Varitronic Systems. He is a certified new product development professional and is active in California's innovation and development community. He is the coauthor of *Six Steps to the Future: How Mass Customization is Changing*

Our World. Mr. McGourty lives in the Bay Area with his wife, Stephanie, and their two rescue dogs, Freddie and Ginger. He is also a partner in his family wine business, Sea Stone Cellars. He welcomes feedback and can be reached at [kmcgourty@inpcenter.com](mailto:kmcgourty@inpcenter.com).

This is a great book to help design engineers develop products that will be successful in the market! It is an easy read, with short chapters written in conversational style. The checklists it contains make it useful as a reference book to help ensure that market reality is adequately considered in the product design process.

A must have for people trying to understand "jobs to be done" (JTBD) framework.

While it pulls from some great source material...in a material way (What customers Want by Tony Ulwick, for example) and uses the fame of Clayton Christensen to establish credibility, you're better off reading Ulwick, who created this framework. Why he felt compelled to write a book instead of creating successful products is clear...He's promoting his consulting business - using an approach someone else spent decades creating.

If you are tired of reading about Innovation and failures of Product Marketing, if you are ready to roll your sleeves and start defining requirements for a new product - this book is for you. There are many writings about Innovation. I have read some, and I have written some. Some of these provide great concepts, but short on actual step by step guidance that is relevant to the process of creating specific products. Some of these writings focus on very specific steps, but fail to connect these steps with overall framework. Kevin managed to organically connect concepts of Innovation with methodologies of pragmatic Market and Operations Research to put together very specific and reproducible guide. Great job!

Kevin McGourty has provided a great little tool here for leaders in any industry to structure their efforts at brand design and innovation. Based largely on the "Jobs To Be Done" notion popularized by Clayton Christensen (but which reaches all the way back to Ted Levitt and "Marketing Myopia" in the '60's), McGourty offers a set of techniques for evaluating the ultimate needs driving your customers, their barriers to satisfaction, and the context within which all of it percolates. I teach in a Master's program in Hospitality at San Diego State University and am thinking seriously of including Kevin's book as part of our "21st Century Marketing" curriculum. Good stuff!

This book is for Innovators who are determined to produce a product the solves actual customer problems rather than creating a novel solution searching for an application. The customer-centered "jobs-to-be-done" lens provides insights and a framework for the successful commercialization of the innovator's idea. The text is laced with interesting anecdotes that stick - like "people don't want quarter inch bits - they want quarter inch holes"

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