

MANAGEMENT MAGAZINE
May 2005

Innovation at the Speed of Laughter

Improvisation demands of its practitioners seemingly endless innovation. The art is naturally suited to those unafraid to take risks in front of a crowd, unintimidated by what could be a very bad idea. And they may not be risking their careers by doing so but they may face the immediate humiliation of a silent crowd.

For this reason, it isn't surprising to see a book on the shelves by an improv professional on innovation. *Innovation at the Speed of Laughter: 8 secrets to world class idea generation* was written by John Sweeney and The Brave New Workshop (BNW), a long-running improv theatre and school.

The premise of the book is that all of your employees have the ability to become innovation superstars, they just need to be given the right environment in which to shine. Given that environment, the quantity of ideas will increase, the number of people contributing ideas will increase, and gradually you will foster employee buy-in, which is critical to success.

The book succeeds primarily because of its presentation — a mix of humour and straight talk, and a mix of third party case studies and examples of how BNW applies its own ideas.

For more information visit www.aerialistpress.com.