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## Innovation at the Speed of Laughter: 8 Secrets to World Class Idea Generation

Sweeney, John

It's no secret that new ideas fuel profitability. Even when companies hire top talent and teach best skills, few are able to affect the bottom line unless their employees can generate and execute new concepts. It sounds like a simple principle, but finding new ideas can become a company's greatest challenge. What if we were to tell you that a little comedy theater in Minneapolis has created an incredibly effective ideation process to help businesses generate more and better ideas? In fact, the owner and executive producer of that little theater has used this breakthrough process to help companies like 3M, Altria, Medtronic, Best Buy, Disney and hundreds of others achieve greater innovation. Now, John Sweeney is sharing that process in his new book, "Innovation at the Speed of Laughter: 8 Secrets to World Class Idea Generation."

Borne from the formula used for more than 45 years to help write outlandish satirical comedy, Sweeney's book describes eight principles that guide companies, leaders and individuals to generate more and better ideas. Using client case studies, individual testimonials and a lighthearted writing style, this book is especially appealing to business leaders, team builders and companies seeking to find the "next big idea."

According to Sweeney, "Perhaps the most beneficial part of our process is the practical application portion, in which the idea gets fleshed out and prepared for implementation. The only way an idea can become profitable is by taking it from the individual mind and the brainstorming session to the company conference room and the factory floor. Our process explains how and when to implement constraints into idea generation in order to bring true gems into fruition."

As evidenced in "Innovation at the Speed of Laughter, Sweeney and the Brave New Workshop continue to entertain, educate and inspire.

Years ago, John Sweeney left a successful corporate real estate career to follow his passion for performing improvisation-based comedy. Combining his insights in business with his passion for improvisation, John has become a leader in workplace innovation and corporate ideation. He is the owner of the Brave New Workshop Theatre.