

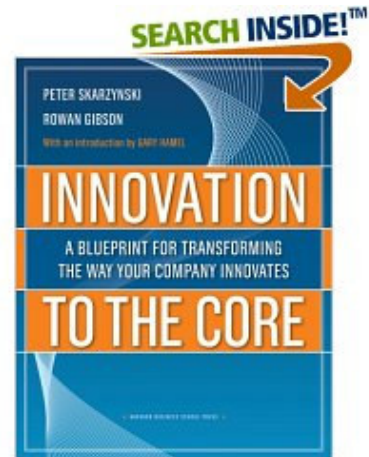
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The Life & Times...

[A great book on Innovation Management \(and a good example of design affordance\)](#)

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I recently read [Innovation to the Core: A blueprint for transforming the way your company innovates](#) by [Peter Skarzynski](#) and [Rowan Gibson](#). It is probably the best book I've read about managing innovation. When folks ask me what I do at Jump, it usually takes some explaining. This book is a really good primer in a lot of the work I find myself doing on a daily basis - and attempts to answer many of the [questions](#) I find myself wrestling with.



The book provides good examples (primarily from Strategos' work with Whirlpool) as well as concrete advice/tools. Their basic premise is that successful innovation can be made repeatable by making it more "core" to a company's DNA and distributing innovation capacity throughout the organization. They are trying to do for innovation what Six Sigma did for quality...putting a flexible process around it, institutionalizing an innovation training program and job architecture, and making innovation a core value that everyone feels empowered to participate in.

The book is also a great example of affordance in design. Affordance is when an object's form really conveys its function and method of use. A handle that begs to be gripped in a certain way. A latch that is in exactly the right spot and snaps open and shut intuitively. In this case, the book has wide margins on the edges of the page that invite note-taking and mark-ups. In addition to just being handy, this also messages that the book is meant to be engaged with, absorbed, and referenced back-to.

