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## Unleash Your Company's *Innovation Amplitude*

Innovation is the lifeblood of any business, particularly during these brutal economic times. Companies are continuously searching for a way to generate revenue and profit growth, be it a groundbreaking new product, a new business model, or a leap in the quality, productivity, and effectiveness of their services. Achieving these requires building a team of breakthrough leaders and creative employees, and fostering a corporate culture that wants to change the world.

*Discover Your Inner Strength*, a book to be released in March 2009, tells readers how to identify and capitalize on their unique strengths, and leverage them in the hunt for incremental, breakthrough, and even “disruptive innovations” as Clayton Christensen of Harvard calls them. In addition, it shows leaders how to unleash their organization’s innovative capacity. The authors of the book are Jim Bandrowski (*Corporate Imagination—Plus*), Stephen Covey (*Seven Habits of Highly Successful People*), Ken Blanchard (*One Minute Manager*), Brian Tracy (*Million Dollar Habits*), and other acclaimed authors.

Jim Bandrowski’s chapter entitled, “Discover Your Inner Leader,” offers a revolutionary approach that leaders and entire organizations can employ to out-innovate the competition. He reveals that *Amplitude* is the essence of how remarkable leaders and companies innovate and motivate. In mathematics, *Amplitude* is the height and depth of a wave, which generates its intensity. In the X-Games, judges and spectators often use the term *Amplitude* to describe the heights of the jumps of skiers, snowboarders, BMX bikers, and skateboarders, as in “Boy did she get some amplitude!”

What Bandrowski has discovered is that remarkable leaders and organizations have immense *Intellectual Amplitude* as well as enormous *Emotional Amplitude*. Both intellectually and emotionally, they dive *deep* (negative *Amplitude*) to compassionately recognize before the competition the frustrations of customers, which represent unmet market needs. Then they passionately *leap* (positive *Amplitude*) to creative heights to invent imaginative solutions. Then they *complete* the innovation process through fast prototyping

of the product or service, market testing and introduction. It is the magnitude of the negative and positive *Amplitudes* in this process that differentiates game-changing companies from also rans. They combine into an organization's *Innovation Amplitude*, which can be measured, understood, and then increased.

Jim Bandrowski has presented his discovery to over 10,000 CEOs and managers around the globe and has received 99.9% confirmation that *Amplitude* is the real deal. "Thinking inside the box" is so common, and he reveals that the box is not just a metaphor, it is a low *Amplitude*. So the challenge is to lead your entire organization out of the box by increasing its *Innovation Amplitude*. Companies such as Apple, GE, HP, P&G, and Virgin intuitively get it. Does yours?

Bandrowski is a keynote speaker, trainer, and consultant with clients such as GE, Hewlett-Packard, Chevron, Exxon, Disney, Boeing, TRW, Electronic Arts, Merck, Anderson Windows, Saudi Aramco, Abu Dhabi Ports, McKesson, Mazda, Mitsubishi, Kaiser Permanente, HealthNet, Columbia Crest and Cakebread wineries, U.S. Navy, and a wide variety of state agencies, cities, and non-profit organizations. His first book, *Corporate Imagination—Plus: Five Steps to Translating Innovative Strategies into Action*, published by the Free Press division of Simon & Schuster, was the first book to explain how to put innovation into strategic planning. *Entrepreneur Magazine* said: "This book is for those wanting new momentum in their industries." *Industry Week* stated: "James Bandrowski's system emphasizes action that helps companies beat their competition." For a free white paper on *Amplitude*, or to order these books, please visit [StrategicAction.com](http://StrategicAction.com).

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