

Endorsements

Greg Brown, CEO, Motorola Solutions

The Idea Hunter is unique. It's about curiosity, agility and perpetually "hunting" for better ideas. It is a must read for anyone who wants to compete and collaborate more effectively each and every day.

Jay Hooley, President & CEO, State Street Corporation

This book upends a number of persistent myths about innovation and what it takes to be an "idea person." It shows that what's required is not spectacular creativity or remarkable IQ, but curiosity. Not innate genius, but a genuine desire to engage in a daily search for ideas. *The Idea Hunter* will help advance your projects, career, and organization.

Michael Raynor, Director, Deloitte Consulting LLP, Author, *The Strategy Paradox* and *The Innovator's Manifesto*

Boynton and Fischer get right to the heart of what it takes for people to create a superb idea—the first step to any successful innovation. By describing the characteristics of successful idea hunters, they provide guidance and tools that can improve the ability of each of us to find great ideas and put them into play in our organizations.

Ron Sargent, Chairman & CEO, Staples, Inc.

"Hunting" is an apt metaphor. Ideas exist everywhere in the "wild." The trick is knowing where to look for them and how to capture them. Boynton and Fischer tell us how."

Michael D. White, Chairman & CEO, DirecTV

Ideas are the lifeblood of innovation and innovation is the key to growth. Boynton and Fischer have some powerful and practical advice on how to jump shift the flow of ideas in your organization. It is a must read for any leader intent on shaping a high performance organization.

Laura J. Sen. President & CEO, BJ's Wholesale Club

In my company, I ask all of our team members to be business owners. Doing things in a better way, at lower costs, and in a more member-friendly way requires ideas from everyone. Those ideas come from great idea hunters throughout the company, regardless of rank and title. *The Idea Hunter* is not only an enjoyable read, but it offers a practical method so that anyone or any firm can learn the secrets of harnessing the power of ideas to drive success.

Ton Büchner, CEO, Sulzer, Ltd.

Observe, ask questions, be curious, dare to throw odd ideas into a group's conversation to make it better: These are all ways to ensure that the "blind-spots" that we all are threatened by do not stay "blind." Be an Idea Hunter!

Werner Geissler, Vice Chairman, Global Operations, Procter&Gamble

My Company aims for adding about \$4billion in new sales every year. This won't be possible without everyone in the organization contributing new ideas. The Idea Hunter is a great guide on how to systematically develop this critical capability.

Aaron C. Sylvan

Serial Entrepreneur and Technologist

(One Technology, TrustWorks, LemonadeHeroes, Sylvan Social Technology)

Thrilling, fun, and inspiring, *The Idea Hunter* tells stories and discerns patterns of behavior and habits shared by the great innovators of the past century. It finds similarities among the greats ranging from Warren Buffet to Steve Jobs, and even going back earlier in the century to Walt Disney and Thomas Edison. Through brief stories and simple self-reflection exercises, this book distills the quirky essence of leading imagination in a way we can consume it, and hopefully aspire to become one with it.