



Tucker on Innovation

Reporting on best practices, the latest research and upcoming events in the field of innovation, Tucker on Innovation is a free quarterly newsletter for organizational practitioners, thought leaders, and friends of the Global Innovation Movement. Past issues are archived on our website: <http://www.innovationresource.com>. Reprint permission granted upon request to the Editor at jwilliams@innovationresource.com. Copyright 2009 all rights reserved.

Judy Williams, Editor First Quarter, 2009

[Are You Ready for the Rebound?](#)

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Tucker Interview:

[Retooling Your Business Model in Challenging Times](#)

Dear Subscriber,

I am currently writing a new book on becoming indispensable in your organization because you have developed “innovation skills.” Unlike most other books on innovation, this is a personal development book. I’m interviewing innovators in payroll, in HR, in supply chain and other departments and domains who have used their aptitudes and interest in innovation to transform their departments – and make themselves indispensable in challenging times. If you fit this description, I would like to include your story and comments in this new book. If you’d like to participate but not be named (or have your company mentioned) that’s not a problem. Please email me at rtucker@innovationresource.com.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

– Margaret Mead

Are You Ready for the Rebound?

Who could miss the upbeat headlines. “Poll Finds Brightening Outlook on U.S. Economy,” noted the New York Times. “Signs of Life” offered a BusinessWeek cover story. “Economic Indicators Show Recession Easing,” chimed USA Today.

And just when you thought it was time to grab your survival rations and head for the Utah mountains. Suddenly, unexpectedly, there are signals that the US and global economies may be on the road to recovery.



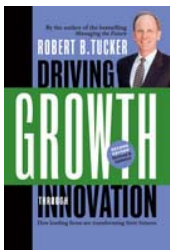
The stock market is up. Banks are starting to lend. Consumers are beginning to shop. In my town of Santa Barbara, the restaurants are livelier with tourists and locals who seem to have grown tired of cocooning. People seem less panicked; there’s talk of things picking up.

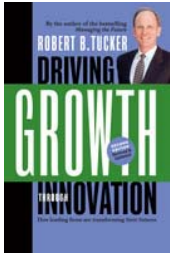
Of course, it could all turn out to be a false dawn, a mirage on the economic Sahara. But for those of us in the innovation field, it’s never too soon to ask: How are you and your organization planning to emerge stronger if and when the economy does come around?

In researching how downturns alter the strategic landscape of industries, one thing becomes clear. New winners and new losers always emerge; the

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playing field gets altered. The obvious losers will be those companies whose business models were already wobbly. The Seattle Post Intelligencer and a host of US newspapers won't survive. Retailers such as Circuit City and Linens & Things are already cast into the dustbin of history. But a host of banks, financial service companies, book and magazine publishers, manufacturers and others will simply not survive.

"I believe we are going through more than a cycle," writes Jeff Immelt in his letter to GE shareholders. The global economy, indeed capitalism itself, is going through what Immelt calls not just a cycle but "a major reset." The relationship between government and business has been changed forever. Immelt predicts the financial industry will undergo radical restructuring to survive. And he sees a world of less leverage, greater transparency, more frugality, and greater accountability for leaders.

The winners in this recovery period will be the ones who take the time to truly reset their thinking. They will be the ones who embrace change, and who discover ways to add new value to customers. As innovationists, we "move up the food chain" when we help our firms think beyond hunkering down, and engage others in conversations about the future. I'd invite you to send me an email describing what you and your firm are doing to lead the rebound. How has your innovation initiative been impacted by the downturn? Did all our efforts earlier in this decade to make innovation a systematic, embedded process get swamped by the economic tsunami? I'd really like to hear from you on this (and I'll keep your comments anonymous if you prefer).

During the first quarter 2009, my team and I at the Innovation Resource have immersed ourselves in the disrupted global economy, and what it means to the practice of innovation going forward. We've been using this period to rethink our offerings and produce some new ones. One new offering is a new keynote presentation, *Retooling Your Business Model for Changing Times*. For information on how this program might add value to your next management meeting or association convention, see www.innovationresource.com or contact us today.

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