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Lean Summit Fredericton, April 19, 2016

1

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## **THE IDEA-DRIVEN ORGANIZATION**

The primary objective of The Idea-Driven Organization is to provide the framework for organizations to become idea-driven. In general, idea-driven organizations are those that are directed from the top but the ideas are driven from the bottom; this contrasts traditional organizations, where ideas and directions are driven from the top.

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The Idea-Driven Organization explains how organizations can position

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themselves for long-term success by encouraging innovation at every level of the business. Although most companies think that creativity should come from above, that is, from managers and experts, idea-driven organizations are powered by bottom-up innovation.

### **The Idea-Driven Organization by Alan G. Robinson and Dean ...**

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