



## The Bright Idea Box: A Proven System to Drive Employee Engagement and Innovation

By Jag Randhawa

Aviva Publishing, N.Y. Hardcover. Book Condition: New. Hardcover. 276 pages. Dimensions: 9.2in. x 6.4in. x 0.9in. Winner of AXIOM Business Books Award and Pinnacle Book Achievement Award Have you ever wondered what makes a company innovative? Research shows a strong correlation between employee engagement and innovation. Every company wants to be innovative, but very few realize the role of employee engagement in innovation. Innovation is not about creativity, nor is it about inventing new things. Innovation is about adding value to customers. There is no better source than employees to find and develop ideas that add value to customers. Studying some of the most innovative companies like 3M, Amazon, Apple, Google, P and G, Zappos, Jag Randhawa developed a six step bottom-up innovation program to enlist all employees in an idea hunt to grow the business. Asking employees for ideas has a momentous effect in their level of engagement at work. Engaged employees are more productive, collaborate more, make fewer mistakes, and provide higher quality service to customers. The Bright Idea Box introduces a six-step MASTER innovation program for employees to submit, develop, and implement ideas. MASTER is an acronym for Mobilize, Amass, Support, Triage, Execute and Recognize. By reading this book,...



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