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Kill The Company: End The Status Quo, Start An Innovation Revolution



Synopsis

In the ever-changing world of business, we've arrived at a point where process has trumped culture, where the race toward efficiency has made us complacent and unable to reach our potential. Stuck in the land of status quo, we've forgotten how to think. And the very structures put in place to help businesses grow are now holding them back. It's time to Kill the Company. This book is a call to arms: to start a revolution in how we think and work. But instead of more one-size-fits-all change initiatives forced upon employees, we need to embrace smaller, positive behavioral changes that create ripple effects throughout the organization. Thinking can no longer be exclusive to the creative team or lead strategists. Rather, a culture of curiosity must be fostered among the ranks to shake up our standard practices, from unproductive meetings to go-nowhere strategic planning. This revolution can and will awaken our ability to think, and ultimately, to innovate and grow. In Kill the Company, innovation specialist Lisa Bodell urges companies to shift the mindset from business as usual to the company of the future, to move from what she calls "Zombies, Inc." to "Think, Inc." This involves both risk and trust: to allow all employees the opportunity and environment to be curious and inquisitive—even challenging and provocative when the situation calls for it. Too often, this type of behavior is seen as threatening, says Bodell, who has actually been told by CEOs that they discourage employees from thinking. In step with the call to Kill the Company, is a plea to kill fear, complacency, and the all-too-familiar answer from our leaders: "I can't be bothered with your (perhaps brilliant) idea." In the end, readers of Kill the Company will have a full sense of how much riskier it is to stay here in the status quo than to break out and think.

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Customer Reviews

Engaging to read with powerful, implementable ideas. Highly recommended. Ms. Bodell clearly articulates actual, real live things one can DO to make change happen (vs. theory which sounds good on paper on 'parking lot' posters in Brainstorming Meetings). I have used this book in two different - but related - venues. As a change management executive at a global consulting firm, I am often approached by clients who want to make change happen but lack the tools required to shift the behavior of the 'frozen middle' such that they become active change agents. Kill the Company provides tactical ways to effect change that is thoughtful, considered and dare I say it? Fun. "Picture the Future" allowed me to creatively engage with a leadership team in a visioning exercise that prior to Ms. Bodell's kickstart idea, felt a bit stale. As a professor for organizational change-related classes at NYU I found the book so insightful that it's now on my course syllabus. Through this book, Ms. Bodell helps us to wisely drive intentional change. How can you not be intrigued by astonishingly simple ideas that are so powerful like "Kill a Stupid Rule" (which, when I did this with my team, was met with stunning enthusiasm and great results)?

Caution 1: The marketing of this book appears to employ some of the time-worn tactics of many business books, e.g., bringing first-time reviewers out of the woodwork to add two sentences of praise in order to inflate the star ratings.---Caution 2: Parts of this book read as an advertisement for Bodell's consulting company. ("We offer an array of tools...")---With those two cautions aside, the core message of this book is a good one, and is delivered persuasively: Thinking in all its forms -- questioning, creating, inventing, exploring -- too often takes a backseat to efficiency, output, and short-term ROI. Thinking is relegated to a one-time PowerPoint presentation reserved for the annual strategic plan. But novel and useful ideas ("innovation") are the backbone of a company, and the company's politics and policies must be "killed" in order to invite those ideas in.

I bought the unabridged audio version. I made it approximately a third through the book. Her fundamental recommendation and approach makes a lot of sense, but she repeats the same theme over and over and over. It is not a bad book, but I would rather save my time for something that I find more personally engaging.

There are lots of pearls of wisdom buried in the pages of the book and it has usefulness to both the new manager to the well experienced. After reviewing my personal notes I was quite pleased with the amount of "to-dos" to help spur innovative ideas to grow your business. There are hundreds of new business books written every year and this one does seem to worth your time to get and start of absorb.

My husband and I both read this book, and are so happy we did. Though many of the examples in the book pertain to large companies, as small business owners we could not have found it to be more relevant. Lisa Bodell forces you to rethink everything you do at work everyday, and has really changed our approach to how our business operates. What we liked best about the book are the small tools she offers that are extremely accessible and do not require a major and impractical business overhaul. It's wonderful to feel on top of your business and your goals. We highly recommend this to the owner of any business, large or small.

Lisa Bodell has created a toolkit for changing the culture of your company. Most books and articles on this topic focus on the theretical or the process. Lisa provides several easy-to-implement resources that allow every individual an opportunity to think differently. By showing the reader a typical company whose leaders belive in innovation while at the same time making it impossible to bring new ideas to the table, the authors illustrates why our companies are stuck.

Kill the Company provides a suite of proven, inspired tools that can be implemented immediately to shift how an organization approaches change. Case studies come from futurethink's work with leading private-sector firms, but I found the tools and guidance absolutely applicable to our challenges in the nonprofit world as well. This book is a must read for anyone looking for inspiration and a road map to creating space and systems for big picture thinking in an environment dominated by short-term demands.

When I first saw the title of this book, "Kill the Company" I was skeptical. Can you really kill the

company? I loved the idea of course because so many good companies lose their way and need this type of killer injection. The book is packed with fantastic exercises that help you kill and rebuild the company one step at a time, with things that make sense for you and your culture. My favorite is "Kill a stupid rule." Like all the exercises in this book, it takes a very customer-centric approach and gets people on the front lines involved. This book and its guidance is not for the weak of heart; you have to be serious about creating some real change and transformation. If you're up for that, read this book.

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