



# Innovation Step-by-Step: How to Create and Develop Ideas for your Challenge

*Darin J. Eich Ph.D.*

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**Innovation Step-by-Step: How to Create and Develop Ideas for your Challenge** Darin J. Eich Ph.D.  
**Innovate | Brainstorm | Be Creative | Solve Problems | Invent Products | Think Strategically | Develop Projects | Launch Ideas**

Through practical tools, tips, and techniques, this quick and easy to read "how-to" book will help you to develop your innovative, strategic, and creative leadership skills.

- Be guided step-by-step through the innovation system.
- See real practical examples at each stage and use our ideas.
- Follow along, and work on your own innovation project.
- Develop new products, services, solutions, strategies, marketing, communication, entrepreneurial endeavors, or organizational projects.

*What people say about Darin Eich's innovation training program & this book:*

"I was coming up with almost 150 ideas. I was amazed at this new found skill that previously seemed unattainable."

*James Tamplin, CEO of Firebase*

"Don't let your skills stagnate! This book is like a self-study workshop that will enable you to learn systems to solve problems creatively and figure out how to lead in any life situation."

*Anand Chhatpar, Named a "Top 5 Young Entrepreneur" by BusinessWeek*

"Darin outlines an easy-to-follow process that will help you develop your ability to think innovatively and create tangible results."

*Jené Kapela, Ed.D.*

Innovation Step-By-Step presents a simple system with big results. Through seven easy steps (and accompanying activities), you will learn how to pick an effective course of action, communicate your ideas, and tackle the biggest challenges that face you. Innovation Step-By-Step is based on proven research and practical experience, guided by Darin J. Eich, Ph.D.

This book was built after designing, launching, and facilitating hundreds of innovation programs, projects, and workshops. Darin has dedicated over a decade to help individuals, groups, and organizations with a variety of challenges.

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