CYCLES: The simplest, proven method to innovate faster while reducing risks
A work from Bryan Cassady and 22 Innovation Experts
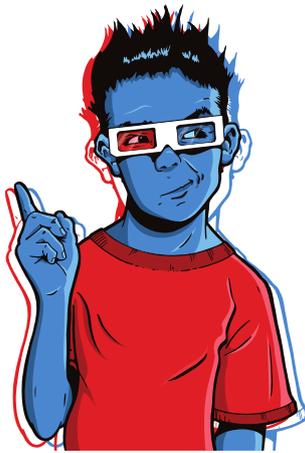
CHAPTER 22

SYSTEMS INTRODUCTION

"

Systems help to conquer fear, allow you to prioritize effectively, focus on the things that really matter, and ensure that you learn from everything you do.

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BRYAN CASSADY

LEAD AUTHOR OF THE BOOK CYCLES

WHAT YOU WILL FIND IN THE CHAPTER

KEY TAKE-AWAYS

- A common and mistaken belief is that innovation is simply about creativity.
- While creativity is undoubtedly part of innovation, a great deal of research has confirmed that this is most effective within the context of systems.

CHAPTER FROM THE BOOK CYCLES

CHAPTER 22:
SYSTEMS INTRODUCTION

A common and mistaken belief is that innovation is simply about creativity. While creativity is undoubtedly part of innovation, a great deal of research has confirmed that this is most effective within the context of systems. Systems help to conquer fear, allow you to prioritize effectively, focus on the things that really matter, and ensure that you learn from everything you do.

That's what this section covers, and you will learn:

- How systems can help conquer fear.
- How a systems view can give new insights.
- How to analyze your business to identify and focus on your most important challenges.
- And, most importantly, how to keep learning and growing to give your ideas the best chance of success.

Deliverables.

After working through this section, you will have a clearer understanding of the challenges you must overcome, how things interact, where to focus your efforts and how to update your objectives and start a new cycle.

ABOUT THE AUTHOR

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Bryan is a passionate believer in anyone's ability to innovate and build new businesses. He has personally built 11 companies in 6 countries, with eight of these making money. For the last eight years, Bryan has been coaching startups and scale-ups and trying to help larger companies regain the spirit of startups.

He has taught at the KU Leuven, The Solvay business school, EDHEC, ESCLA, and been a guest lecturer at the University of Chicago, INSEAD, Cornell, Berkeley, and many other schools. He has also led programs like Founder Institute Brussels and the European Innovation Academy. This book results from four years of research with over 400 companies on what really drives innovation success.
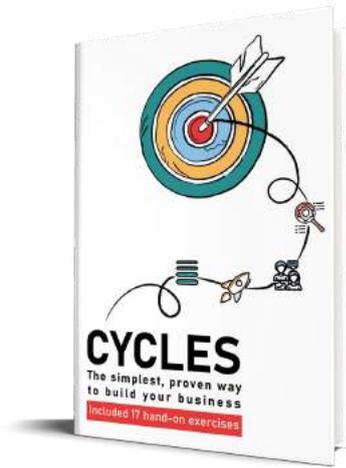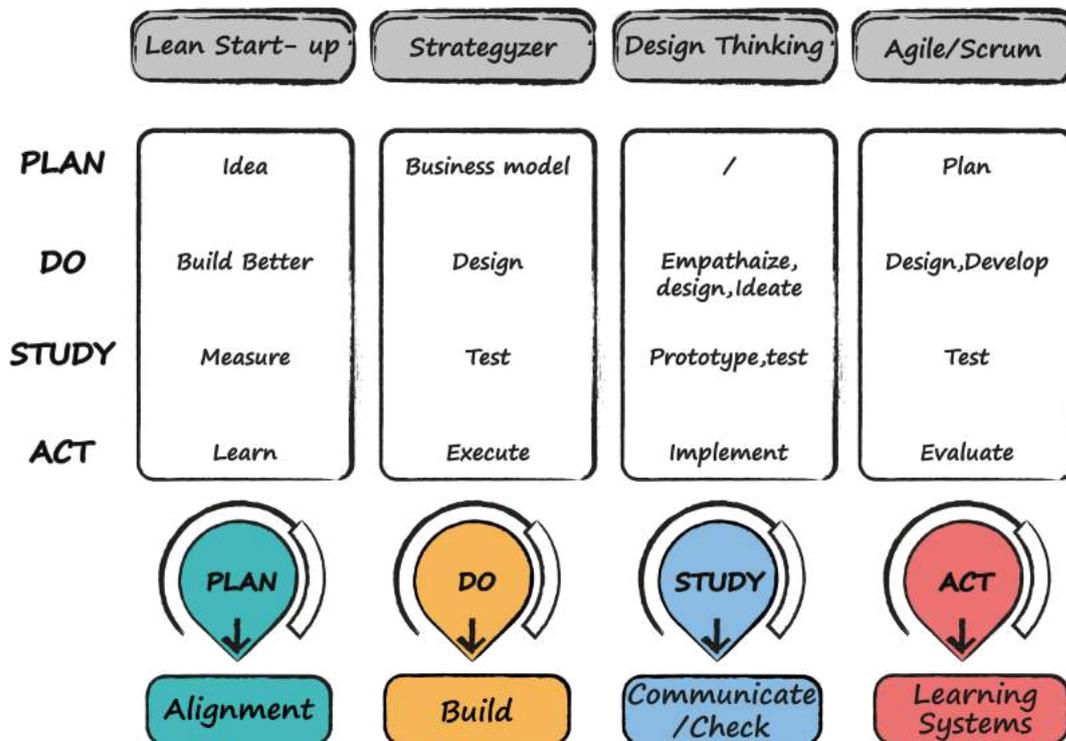
BOOK CYCLES

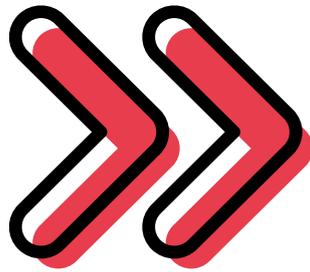**Standing on the shoulders of giants...**

Many of the leading methods- lean start up, scrum, agile are built around the ideas of PDSA (Plan, do , study, act)

This book builds on these ideas, but thanks to the expertise of 22 co-authors, goes one step further.

CYCLES doesn't just tell you what to do, but shows you how to do things step by step.

All the leading methods are Plan, Do, Study, Act and *Cycles* brings it all together

	Lean Start- up	Strategyzer	Design Thinking	Agile/Scrum
PLAN	Idea	Business model	/	Plan
DO	Build Better	Design	Empathaize, design, Ideate	Design, Develop
STUDY	Measure	Test	Prototype, test	Test
ACT	Learn	Execute	Implement	Evaluate
	PLAN ↓	DO ↓	STUDY ↓	ACT ↓
	Alignment	Build	Communicate /Check	Learning Systems

LEARN MORE

MORE INFORMATION ON THE CYCLES BOOK.
PLUS MORE SAMPLE CHAPTERS / FREE TOOLS

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28 CANVASES AND TOOLS FROM 22 INNOVATION EXPERTS TO
HELP GROW LITTLE IDEAS INTO BIG IDEAS.

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