

About Simplifying Innovation

Small Changes Can Deliver Big New Product Results. Are new products taking too long and failing to deliver the bottom-line impact you need? Now you can accelerate your growth by identifying your innovation bottleneck, just one of the powerful new product development strategies revealed in *Simplifying Innovation*.

As the story in this provocative business novel unfolds, you'll discover the first-ever approach to new product growth based on the Theory of Constraints. Learn how to leverage the power of the 5-Step Guided Innovation System to:

- **Fill your pipeline** with profitably growing new products
- Finish new product programs **on time and on budget**
- **Select winners** so resources aren't wasted on canceled projects
- Focus on creating **value for customers and shareholders**
- **Hit your new product sales targets** more consistently

Inspired by Goldratt's groundbreaking book, *The Goal*, *Simplifying Innovation* takes readers beyond theory and into an experience of the framework. You're introduced to Barrister Industries and its newest general manager, Maggie Edwards. Struggling to get new product innovation working again, Barrister's story demonstrates the issues companies like yours face every day and how a systematic framework can address them.

While the underlying problems that Barrister faces may be complex, you'll learn how TOC can simplify any situation. You'll also learn a straightforward, five-step approach for identifying the bottleneck in your new product process, uncovering the core issues that constrain it, and engaging your team to drive improvements in new product development speed and impact.

For readers that prefer a more traditional business book, Part V summarizes all of the elements of the story into a concise outline of the entire system and the keys to using it within your organization—a high-leverage, step-by-step process that you can implement immediately to begin getting more profits from your new product investment. Some readers may prefer to read the summary in Part V first and then refer to it throughout the story. Along with several other resources, it is available as a download for readers who register at <http://www.SimplifyingInnovation.com>

Mike Dalton sharpened the innovation improvement framework in *Simplifying Innovation* over 27 years of experience including product development, marketing and executive leadership at the multi-billion dollar SC Johnson family of companies as well consulting in a broad range of industries. Mike is the founder of Guided Innovation Group, whose simple mission is helping companies turn their new product innovation into bottom-line impact.