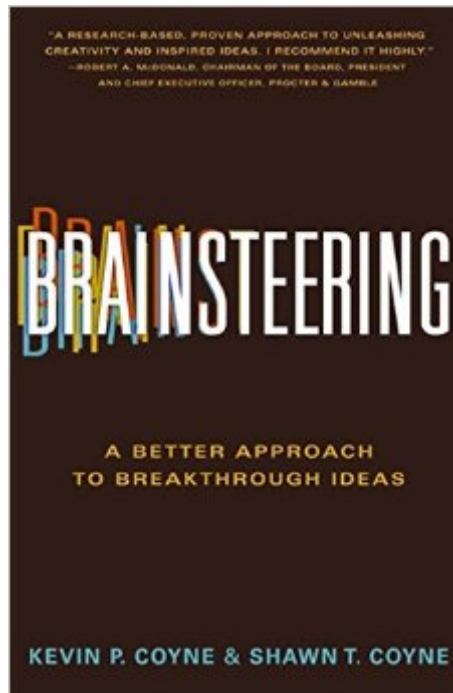


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# Brainsteering: A Better Approach To Breakthrough Ideas



## Synopsis

“The Coynes’ logical thinking exercises will help readers to maximize their ideation skills, both by systematically exploring every possible nook and cranny of an issue to find new ideas, and by systematically evaluating and honing the results.” —Publishers Weekly

From business strategists (and brothers) Shawn and Kevin Coyne comes a breakthrough approach to developing better ideas. Brainsteering is a comprehensive, research-based, tried-and-tested approach to the principal challenge in business and life: how to consistently and effectively create powerful new ideas. Brainsteering offers a way out of fruitless brainstorming sessions. In the tradition of the Heath Brothers’ Made to Stick and Gordon Mackenzie’s Orbiting Giant Hairball, the Coynes deliver the surest path to success for anyone looking to unlock the secrets of innovation.

## Book Information

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## Customer Reviews

As the number of books about idea generation and innovation grows, it becomes more and more difficult to differentiate the books and their messages. Many, at first, paid homage to Alex Osborn and the other people who laid the foundations for business creativity and innovation. Lately, it has become more popular to point out all of the shortcomings of the creative problem solving approach as described by Osborne, and especially lay all the problems of innovation at the feet of that favorite whipping boy, the ubiquitous brainstorm. It should come as no surprise to anyone, anywhere, that a frequently used technique like brainstorming is often poorly applied or misused. Even less surprising in today’s environment is the discovery that some executives use brainstorming as a means to their own agendas, or that teams don’t spend enough time preparing to generate ideas. If these

"revelations" are news to you, you've missed quite a bit of the commentary on innovation. So, what are we to say about "Brainsteering", the new book from Kevin and Shawn Coyne? The subtitle promises "A Better Approach To Breakthrough Ideas". The Coyne brothers present Brainsteering - their title for their approach to idea generation - as if it were wholly new and completely different. But the approach they describe is what most innovation practitioners would recognize as simply good idea generation methodology. The Coyne brothers, like others who have written about idea generation recently, take great pains to identify all that's wrong with a traditional brainstorm. They recognize that executives may have unstated agendas, and that different power levels in a brainstorm may result in pre-conceived ideas.

Kevin Coyne and Shawn Coyne respond to that question by providing in this volume an abundance of valuable information, insights, caveats, and recommendations that quickly identify the "what" and then focus intensively on the "why" and "how" of what they characterize as "a better approach to breakthrough ideas." Heaven knows there are dozens (hundreds? thousands?) of books already in print that make the same claim. My own opinion is that the Coynes' approach is comprehensive, cohesive, and cost-effective...and one of the best I have as yet encountered. Their approach is research- and results-driven, based on two core principles: (1) "If you ask the right questions, answers and good ideas soon follow" and (2) "The right process for consistently generating breakthrough ideas looks very different from what [most people have] probably been taught." In other words, asking the right questions and following the right process will "steer" the brain to the right answers. It is worth noting that the material provided is based on revelations generated by more than 200 McKinsey client projects, refined further by other real-world applications of insights and practices. The Coynes come across to me as being diehard pragmatists who are determined to share everything they have learned about establishing and then sustaining a process by which to generate new and better ideas all day, every day, and even on demand. The exemplary breakthroughs they cite include easily portable personal computers (How to create one that fits into an overhead bin on an airplane?), direct sales of personal computers (How to by-pass costs and complications of the retail channel?

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