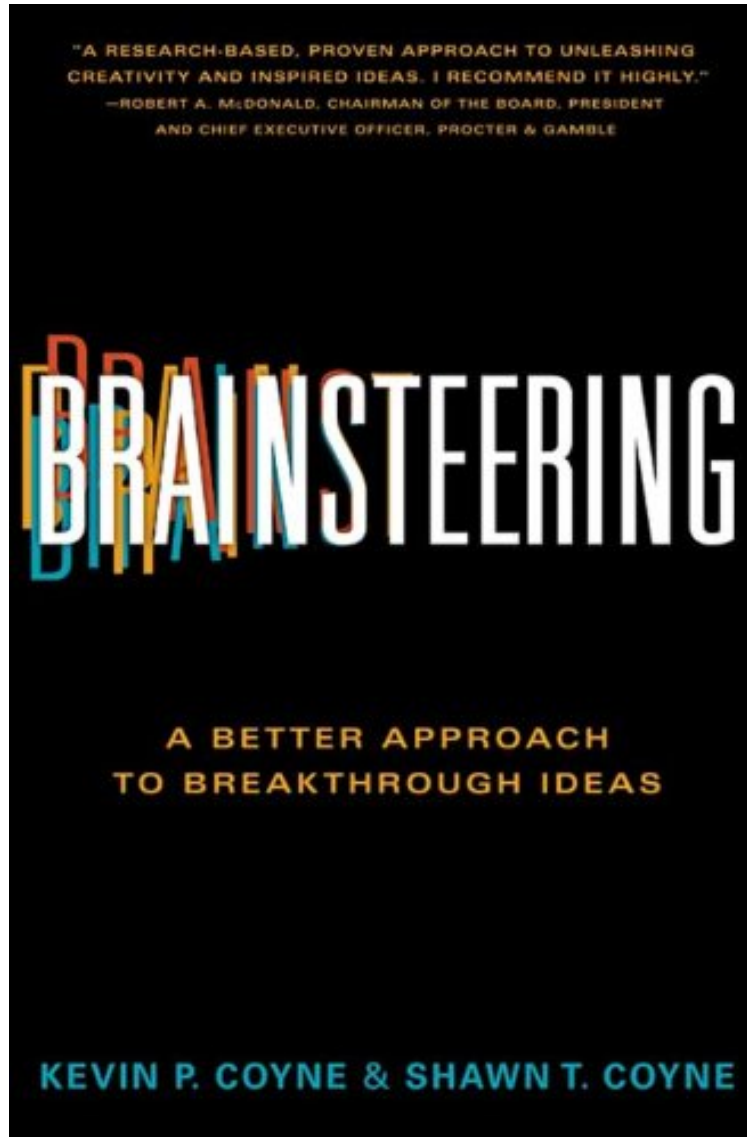


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Brainsteering: The Better Approach to Breakthrough Ideas

Kevin P. Coyne, Shawn T. Coyne

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Excellent book! it will change the way you think.

“[The Coyne’s] 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 Coyne’s deliver the surest path to success for anyone looking to unlock the secrets of innovation.

From Publishers Weekly
Tired of interminable brainstorming sessions dominated by a few bloviating blowhards—and rarely resulting in a usable idea? Good news: it’s not only frustrating, it’s been proven to be ineffective. While we all need a regular influx of breakthrough ideas, there’s got to be a better way of sparking that creativity—and the brothers Coyne present a cogent way of doing it. They introduce readers to techniques for asking the right questions and sparking more powerful ideas. The concept underlying “brainsteering” is to encourage users to focus, to look into an idea deeply rather than ricocheting around, brainstorming-style. The Coyne’s present a number of real and proposed business cases, including successes like *Forever Stamps* and *Jiffy Lube*. Their 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. (Mar.) (c) Copyright PWxyz, LLC. All rights reserved. “The authors pepper their narrative with [...] idea-sparkers, with an appendix that is worth the cover price.” If the book evokes a few creative ideas, it will have done good service. —From the Back Cover
Change the way you think about new ideas by steering your creativity in new and more productive directions. Ideas. Whether the goal is to create a billion-dollar business, fix a broken process, reduce expenses, or simply find the perfect gift for that special someone, we all need a steady stream of breakthrough ideas—and we’ve all learned from experience that traditional brainstorming doesn’t generate them. Former McKinsey consultants Kevin P. Coyne and Shawn T. Coyne have spent more than a decade developing a better approach—Brainsteering—that takes brainstorming and other outdated ideation techniques and “steers” them in a more productive direction by better reflecting the way human beings actually think and work in creative problem-solving situations. By introducing just the right amount of structure into the process, and asking just the right questions, Brainsteering has helped Fortune 500 companies, small not-for-profits, and individuals alike generate ideas they previously could never have imagined. Peppered with thought-provoking and entertaining examples drawn from the workplace and popular culture, Brainsteering can help anyone develop breakthrough ideas, whether working alone on a one-time problem or turning an entire organization into an ongoing “idea factory.” And getting started is easy: simply ask the right questions, and good ideas will follow.