THE INNOVATOR'S DNA

MASTERING THE FIVE SKILLS OF DISRUPTIVE INNOVATORS

Jeff Dyer Hal Gregersen Clayton M. Christensen

HARVARD BUSINESS REVIEW PRESS

BOSTON, MASSACHUSETTS

Contents

Preface Introduction

Part One Disruptive innovation Starts with You

- 1 The DNA of Disruptive Innovators
- 2 Discovery Skill#1 Associating
- 3 Discovery Skill#2 *Questioning*
- 4 Discovery Skill#3 Observing
- 5 Discovery Skill #4 *Networking*
- 6 Discovery Skill#5 *Experimenting*

Part Two

The DNA of Disruptive Organizations and Teams

7 The DNA of the World's Most Innovative Companies



8	Putting the Innovator's DNA into Practice <i>People</i>	179
9	Putting the Innovator's DNA into Practice Processes	199
10	Putting the Innovator's DNA into Practice <i>Philosophies</i>	221
	Conclusion Act Different, Think Different, Make a Difference	243
	Appendix A: Sample of Innovators Interviewed Appendix B: The Innovator's DNA Research Methods	249 253
	Appendix C: Developing Discovery Skills	255 257
	Notes	269
	Index	279
	Acknowledgments	293
	About the Authors	305