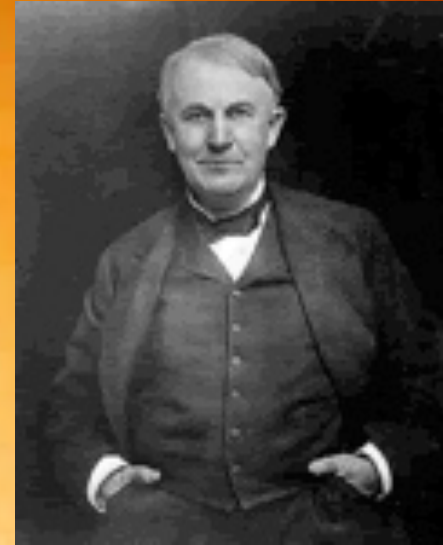




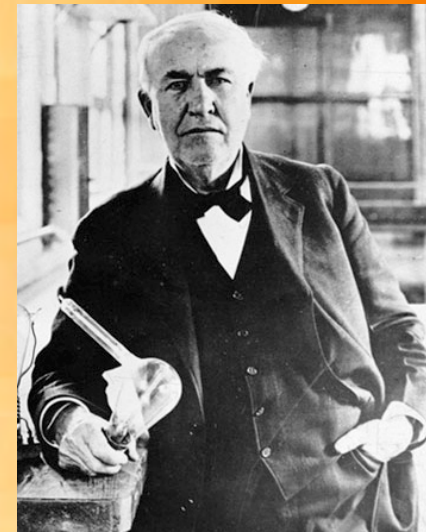
# America's Greatest Innovator, Thomas Edison: 1847-1931



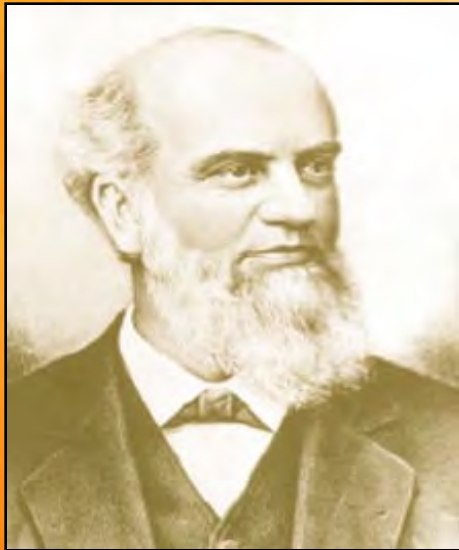
Library of Congress



U.S. DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE, EDISON NATIONAL HISTORIC SITE



# Miller/Edison Heritage



Lewis Miller



Mina Miller Edison



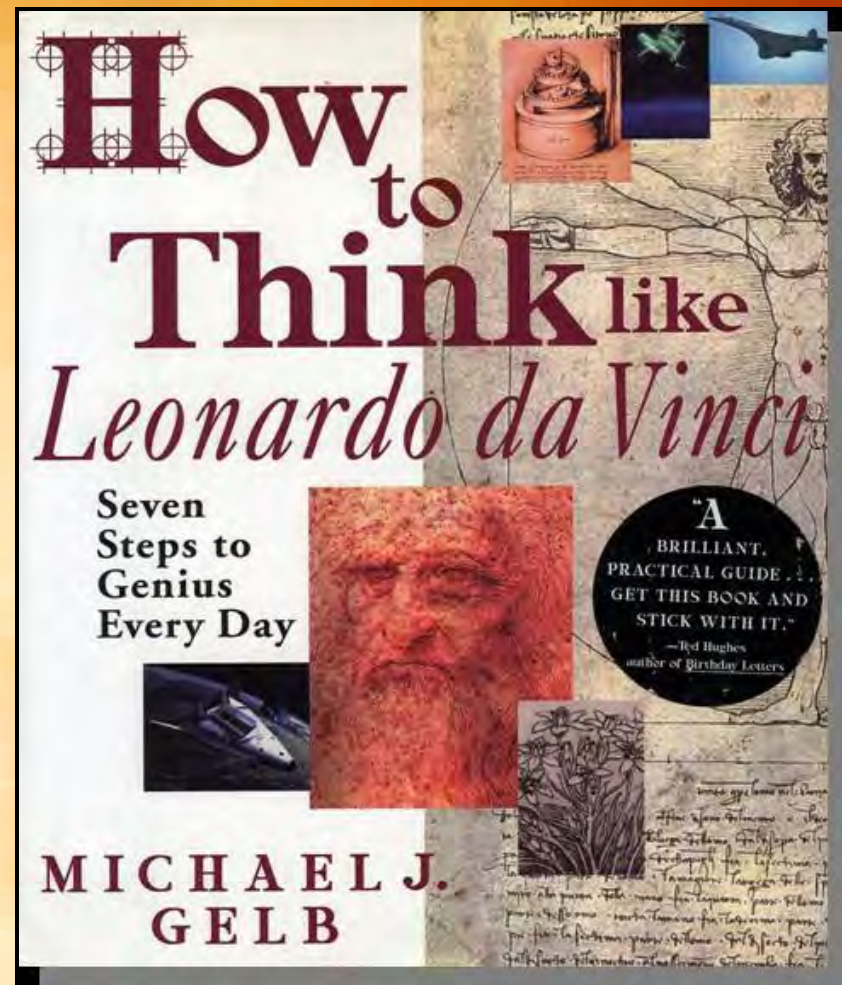
Robert Anderson Miller II

# Researching the Book

- Spring 2004
- Dr. Paul Israel - Rutgers
- Edison Papers Project
  - 5 million pages



# Co-author Michael Gelb



# Edison's Greatest Achievement:

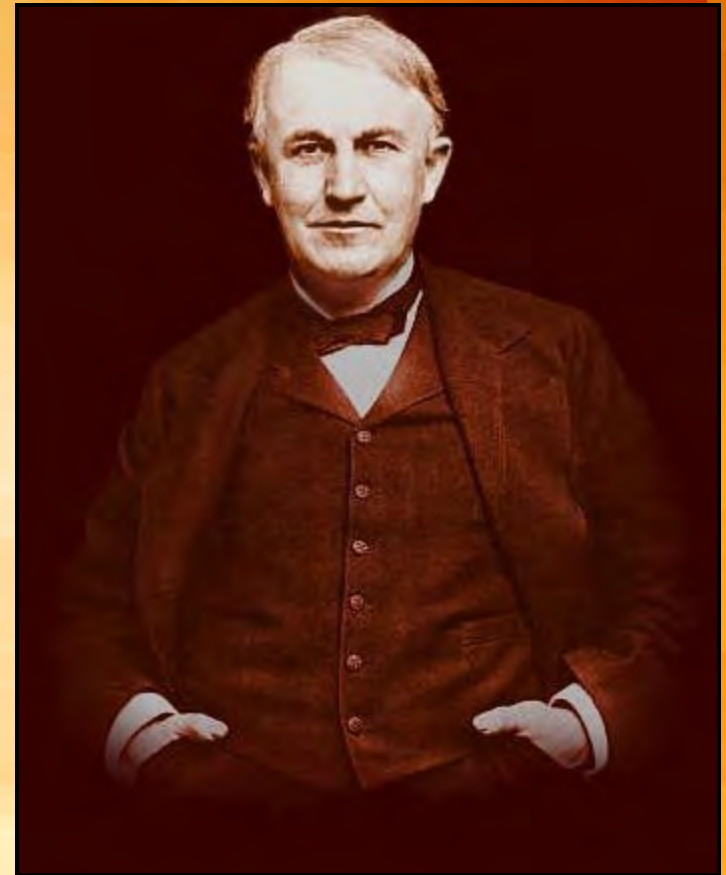
## A systematic approach to Innovation



**Menlo Park - the world's first Research and Development laboratory**

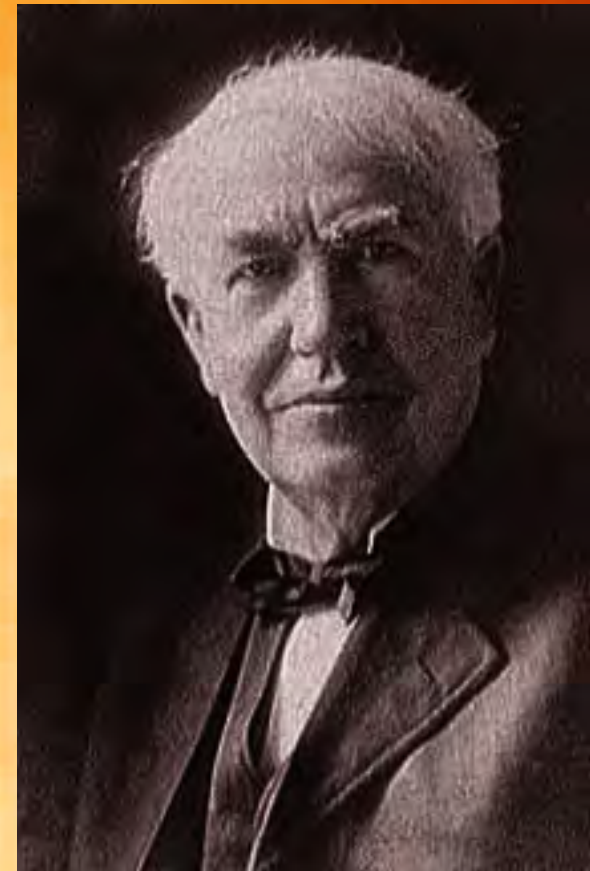
# Edison a Unique Leader

- <3 months of formal education
- Kinesthetic learner
- 10,000 volume library
- Established 5 industries
- >150 companies
- Flat organizations



# Five Competencies of Innovation™

1. Solution-centered Mindset
2. Kaleidoscopic Thinking
3. Full-spectrum Engagement
4. Master-mind Collaboration
5. Super-value Creation



# Innovation Literacy

“Every organization - not just business - needs one core competence: innovation.” -Peter Drucker

To speak the language of innovation

To view innovation as a force

# C1. Solution-centered Mindset

“All the breaks you need in life  
wait in your imagination.

Imagination is the workshop of your  
mind capable of turning  
mind energy into accomplishment  
and wealth.”      - Napoleon Hill



## 2. Charismatic optimism

“Results? Why, man, I have a gotten a lot of results. I know several thousand things that won’t work.”

“My philosophy of life: Work and look on the bright side of everything.”

- Fire of December 1914



## 4. Experiment persistently

Edison believed that Nature expressed itself in precise mathematical patterns. The omnipresence of these patterns gave him unshakeable confidence that he could ultimately decipher Nature's codes.



## C2. Kaleidoscopic Thinking

“Edison has a remarkable kaleidoscopic brain. He turns that head of his and things come out as in a kaleidoscope, in various combinations, most of which are patentable.”

-Patent Attorney  
Edward Dickerson



# 7. Practice ideaphoria

“To have a great idea, have a lot of them.”

Edison's ideaphoria techniques:

- Analogical thinking
- Fantastical story-telling



## 8. Discern patterns

What is present? Imperfections in copper wire.

What is missing? Detect gaps in data.

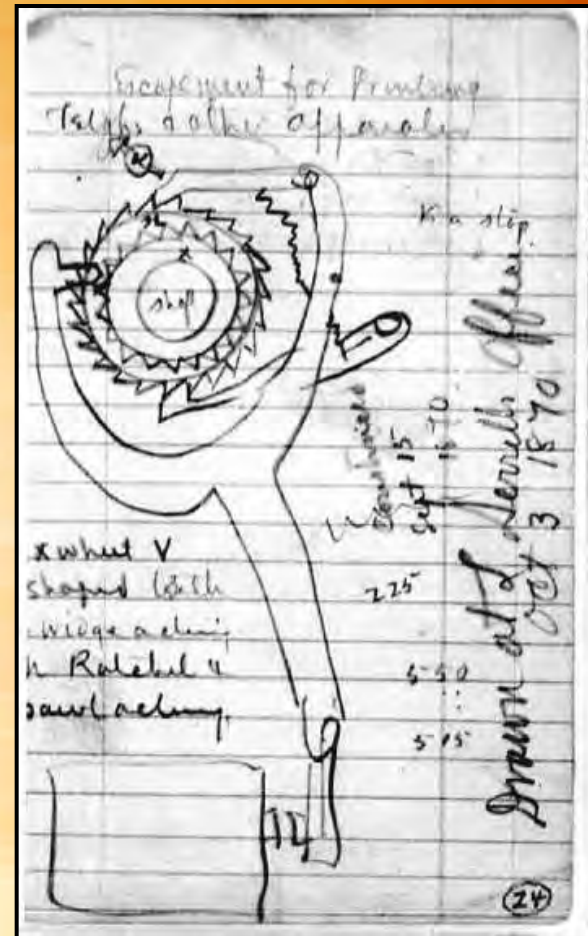
Where have I seen this before? Stylus.



# 9. Express ideas visually

Drawings helped Edison overcome cultural barriers in his laboratories.

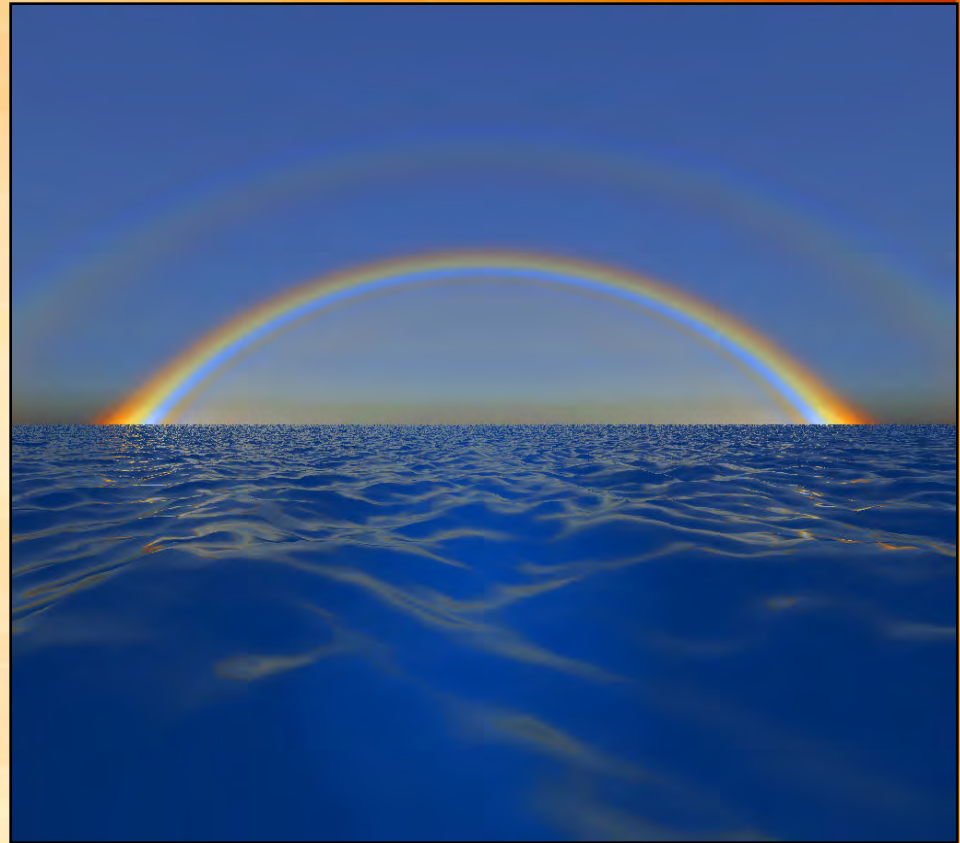
Key: See the whole and its parts.



# C3. Full-spectrum Engagement

“Edison does  
everything with the  
least amount of  
friction.”

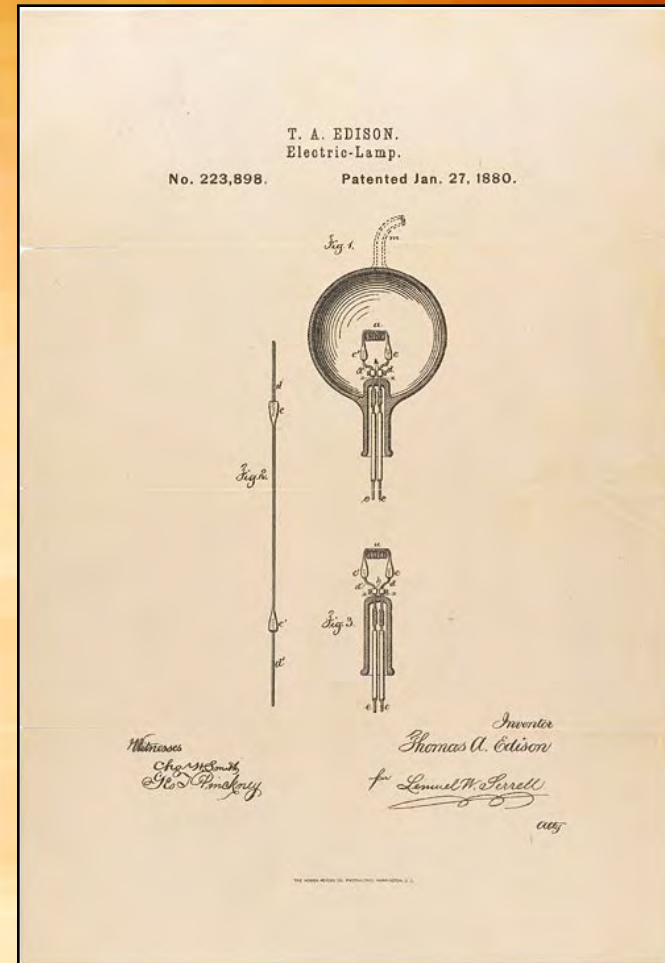
~ George Lathrop



# 13. Sharing and protecting

“The model of innovation is changing. It is increasingly collaborative and open.”

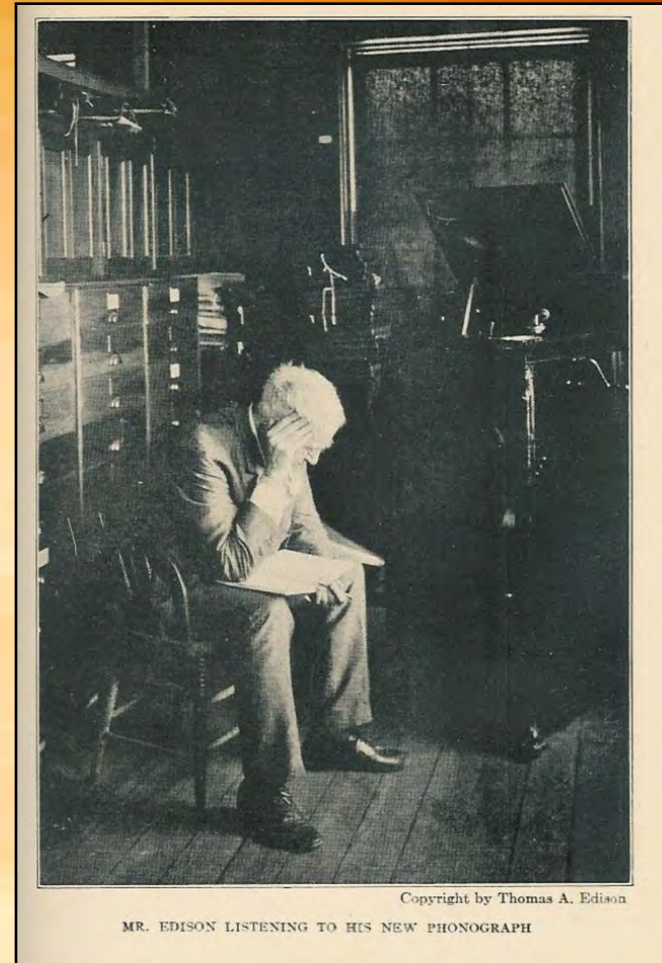
- Mike Wing, IBM



# 15. Solitude and team

“The best thinking has  
been done in solitude.  
The worst has been  
done in turmoil.”

- Thomas Edison



# C4: Master-mind Collaboration

“Coordination of knowledge and effort in a spirit of harmony, between two or more people, for the attainment of a definite purpose.” - Napoleon Hill



# 17. Multi-disciplinary teams



“Collaboration operates through...a weaving together of ideas, styles of work, and approaches that characterize different disciplines.”

-Prof. Vera John-Steiner

# 18. Inspire open exchange

“He conversed, argued and disputed with us all as though he were a colleague on the same footing.”

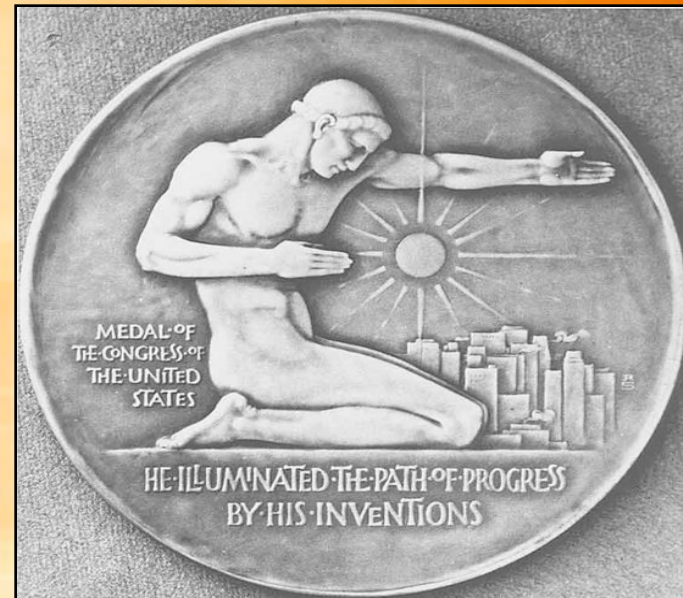
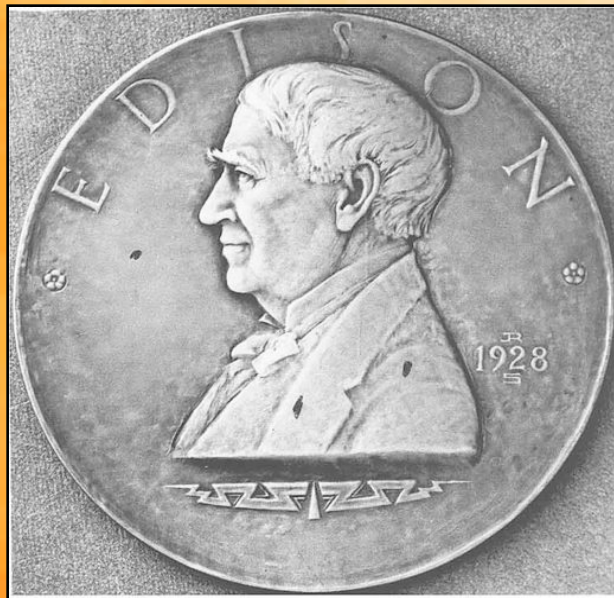
~ Dyer and Martin

- First circle, Second circle



# 19. Reward collaboration

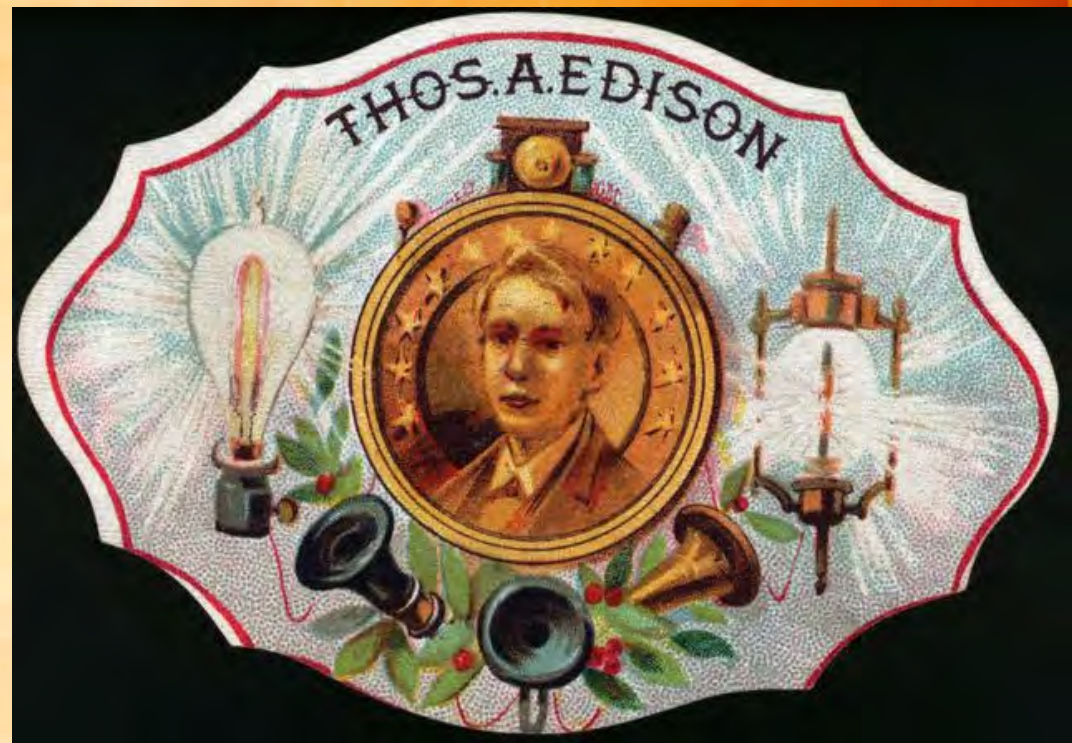
“...if I am to be successful, I cannot keep all the rewards for myself.”



# C5: Super-value Creation

“The process of creating and delivering new customer value in the marketplace.”

- Carlson and Wilmot



## 22. Tune in to your target audience

Edison conducted what we know today as “ethnographic research.”



## 25. Create an unforgettable market-moving brand

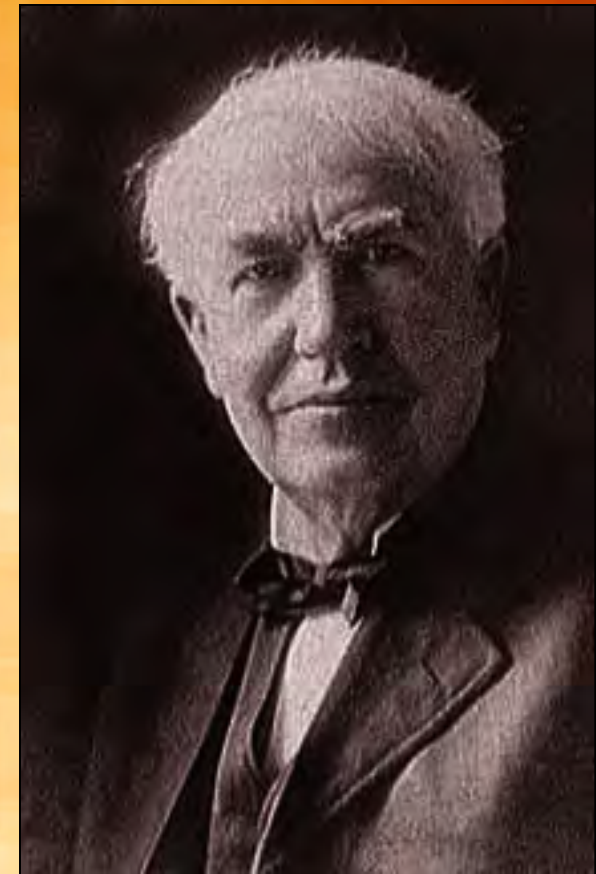


“No matter how good a machine should be invented by another and no matter how satisfactory or superior the results of such a machine invented by another might be, yet we find the great majority...have been waiting for the Edison machine and would never be satisfied with anything else...”

- Norman Raff, Frank Gammon,  
Film concessionaires

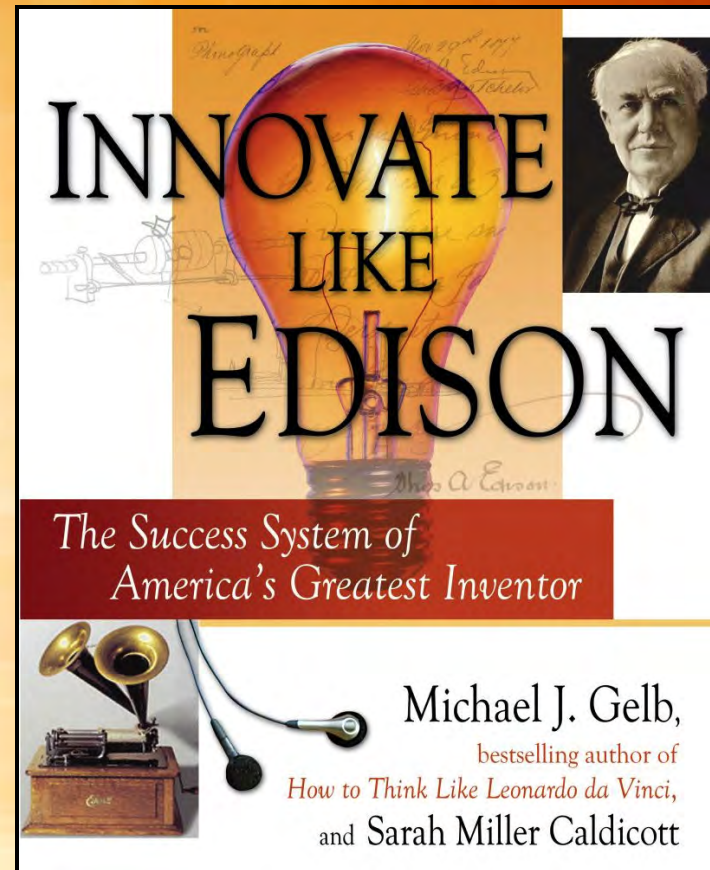
# Foundation for Innovation:

1. Solution-centered Mindset
2. Kaleidoscopic Thinking
3. Full-spectrum Engagement
4. Master-mind Collaboration
5. Super-value Creation



# Further Dialogue

- Endorsed by:
  - *Fortune Small Business*
  - *USA Today*
  - *Investor's Business Daily*
- E-zine: "Edison's Notebook"



# America's Heritage of Innovation:

The Edison legacy belongs  
to all of us.

