

# THE INNOVATOR'S JOURNAL

A DAILY GUIDE TO BECOME  
AN INNOVATOR

STEVEN MC AULEY



THIS JOURNAL BELONGS TO:

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*"Innovation is not a  
puzzle - it's a craft.  
Innovators do not  
think their way forward,  
they build their way forward."*

Steven Mc Auley

# ARE YOU AN INNOVATOR?

**IF NOT, DO YOU WANT TO BECOME ONE?**

Do you want to be someone whose ideas make a real difference? Someone who shares ideas to make progress? Someone who inspires others and raises their organization to a new level? This journal will help you become an innovator.

We all know that organizations which fail to respond quickly to new technologies, or to adapt to market changes, will not be around in a few years.

What if you could have the breakthrough idea, be the innovator who changes your organization for the better?

What if you could be the employee, the manager, the changemaker who helps your company survive?

Wouldn't you want to be that person?

## WHY BECOME AN INNOVATOR?

Innovators are leaders who remain optimistic about the future. They are adventurers and managers who like to think critically, who never tire of discovering the most relevant problems and who open their minds to new perspectives as they search for solutions. Excellent listeners. Changemakers. Future leaders.

It is predicted that artificial intelligence will gradually take over nearly all of our most routine tasks within the next ten years. What will be left for you to do then? What is your purpose? Complex problems will still need new, creative, bold solutions. And who can come up with them? It's very simple: innovators!

**Can I really become an innovator?** Short answer: yes! Does this seem like a monumental task? After all, the day is already packed with calls, meetings, and other items on your to-do list. You are already being asked to hone your skills, to improve your empathy, communication, and creativity. And you are probably asking yourself, “When do you expect me to find time?” I had that problem – a lack of time and a lack of focus – and that is why I created this book: *The Innovator’s Journal*.

**Do you want to be more focused?** In the past, on quiet Sundays or on vacation, I felt the desire to improve my skills, to become more creative and to inspire others. I searched for a simple and straightforward method, but every day life got in the way. Pressures built, the to-do list lengthened, and I was always “too busy” to develop my skills. Then one day I realized that to create focus, I needed a coach that was always with me. One that challenged me and inspired me at the right moments.

**Do you love to challenge the status quo?** *The Innovator’s Journal* is my daily coach. It teaches me new habits that I can put into practice right away. It challenges me to change the way I do things. It informs me and it inspires me – so that I can inspire others. This journal is primarily a notebook that helps you organize your thoughts and record them in one place, to think your ideas through and help you gain more time for the things that matter to you.

**Do you want to be an inspiring leader?** This journal will make you an innovator. It will create clarity and motivate you. In this journal are 16 challenges that I have collected from a variety of sources, from professors and business leaders, design thinking and innovation workshops, as well as a few I created myself. They will help you challenge your mindset and hone your innovation skills, to prepare you and your company for the future.

# WHY IT WORKS

## I HAVE A PROBLEM. AN IDEAS PROBLEM. ARE YOU FAMILIAR WITH THIS SITUATION?

Have you ever had a unique idea? What did you do with it? Did you develop it? Did you put it into action? Not that I have no ideas. Quite the contrary – I have many ideas. Some ideas are better than others. (Of course, my girlfriend sometimes holds an opposing view on what qualifies as “better”.) But instead of making me a respected and rich man, having too many ideas often blocks me from moving forward.

I try to make sense of them. I juggle them around in my head. I try to determine which one is good and which one is bad. I try to figure out which idea is the best and how I can then attempt to implement it. Most of the time, this puzzle ends up in chaos. And in the end, nothing happens.

Exactly because of this problem, to create structure from the chaos, I have built myself a simple tool. It helps me to develop, structure, and evaluate ideas, and you are reading it right now: *The Innovator’s Journal*.

**Do you want to be the next Da Vinci?** Da Vinci, Marx, and the NSA all agree on one thing: it’s a good idea to write things down. Our minds are masters of distortion and so it often happens that we forget things or evaluate things differently in retrospect.

This comes at the cost of losing good ideas that we all have every single day. In the shower, while jogging, before going to sleep, and even (or perhaps especially) during those exceptionally boring meetings. Again and again, our brilliant brains are linking existing ideas

with each other and thus creating something new. This is a great thing, and very useful!

An organization only survives if it is marketable. Marketability means solving current problems for people. To solve problems, they need ideas. People who have a lot of good ideas and know how to set them up and structure them for use in those organizations – these people are the innovators.

### **WHY DOES THE JOURNAL WORK?**

1. Recording something helps us to remember it
2. Writing notes brings structure to our thoughts
3. We reduce hindsight bias and do not cheat ourselves out of potential ideas

### **HOW IT HELPS YOU:**

1. The number and quality of your ideas will increase
2. You will become more certain of which of your ideas has potential
3. You will learn how to successfully share your good ideas with other people

**THIS BOOK IS AN INNOVATION BOOSTER.  
AN INNOVATOR'S BEST FRIEND.**



# HOW TO USE IT

## WHAT WOULD OUR WORLD LOOK LIKE IF EVERY GOOD IDEA WERE IMPLEMENTED?

Have you ever had that thought, when someone is telling you about their great idea, “Crap, I had the same idea ages ago! Why didn’t I just do it?” In fact, we often cannot even find our ideas when we need them most.

Every day, we waste time searching for missing notes. If you want to make more of your ideas in the future, then use this journal. A place for all your ideas. A tool that helps you develop ideas and write them down in a structured way. A coach that helps you evaluate and share your ideas.

### WHY DO WE NEED IT?

When it comes to ideation, there are three core groups of people I encounter:

- Those who forget to write down their ideas
- Those who write down their ideas, but do not know where to find them at the right time
- Those who write down their ideas, and even start to develop them, but then lack the courage, the time, or the right tools to pursue the ideas any further

What is missing in every single group? A single structured process of writing down thoughts and ideas. This book changes that. It’s your game changer.

Your organization would probably be more innovative today if every good idea got to the stage it deserves. And that's not so difficult. There just needs to be one place where you can write down your ideas and develop them at the same time, a tool that reminds you how to bravely and correctly communicate your ideas.

But before we start, here are three important principles to embody...

🔸 **Innovators defer judgment** in the development phase. Quantity over quality. Write down as many ideas, questions, observations, and thoughts as possible. Do not judge in that first moment if a thought or an idea is good or bad. Write everything down. You will pick out the diamonds later.

🔸 **Innovators love focus.** Remove or destroy any other method you are using to write down your ideas. We deliberately chose an analog notebook because it's simply the most reliable instrument: it always works. You can use it anywhere, at any time. Eliminate all other places you write down ideas.

🔸 **Innovators do not think their way forward; they build their way forward.** We often manage to write down ideas and thoughts, and then stop working with them. This book will help you to play with your ideas over and over again, separating the good ideas from the bad ones. In addition, you will quickly find your best ideas again, thereby saving time and energy.

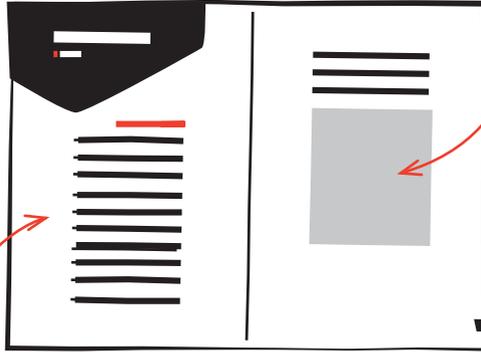
## HOW TO USE IT – IN PRACTICE:

- 1.** Use it as a normal notebook. Write down everything that concerns you. To-dos, questions, problems, appointments – everything.
- 2.** From time to time, you will come across a challenge. These challenges will help you step out of your everyday life and trigger you to think differently.
- 3.** You do not need to use the journal from front to back. Jump from challenge to challenge and do the challenges that are of real value to you and that you enjoy doing.
- 4.** After each challenge, do a quick check-in to record if you liked the challenge and if you would like to redo it. If you liked it, note who else you know that might benefit from this challenge, and share it with that person.
- 5.** Use your personalized table of contents in the front to summarize the promising ideas in three to five words, and add the corresponding page number. This way, you can find your good ideas later and in a short amount of time.

Use the page provided in the toolbox to write down your three best ideas from your journal. These are the ones you are going to run with later.

**IF YOU USE THIS BOOK, I GUARANTEE YOU WILL INCREASE THE NUMBER AND QUALITY OF YOUR IDEAS. YOU WILL BE MORE CONFIDENT ABOUT WHICH IDEAS HAVE POTENTIAL AND HOW TO SHARE THEM WITH OTHER PEOPLE.**

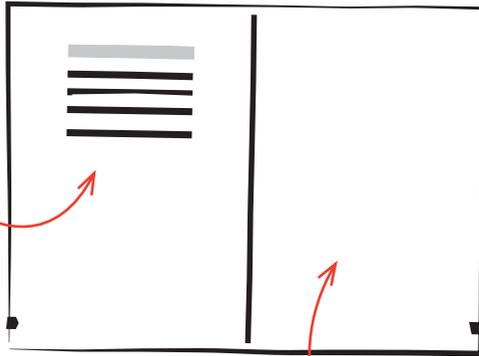
Your challenge (2.)



Problems, solutions,  
food for thought (3.)

Know where  
your ideas are! (5.)

Time to  
reflect (4.):  
the challenge  
debrief



Nothing is more inspiring  
than a blank sheet of paper!  
Use the free space to note  
down your ideas (1.)

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| FIND YOUR IDEAS

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*The Innovator's Journal* is structured around the four principles of innovation composed by TinyBox CEO Christoph Burkhardt. Use it to understand, connect, internalize, and empower change through your ideas and within your organization.



# IDEATION

## THE FORMATION OF IDEAS.

Embrace diverse ideas: Ideas that attack different problems, products, services, and business models.

→ *cross-pollinate ideas*

Embrace original ideas: Challenge the status quo, think of how current solutions can be applied to different problems and fields than originally intended.

→ *build on ideas*

Embrace quantity of ideas: Don't judge or eliminate any idea, don't dismiss any idea. Record them all and as many as possible. → *generate many ideas*

# EVALUATION

## THE JUDGMENT OF IDEAS.

Be systematic: Discussing ideas is not about discussing the criteria to evaluate ideas. Formulate arguments based on subjective opinion to develop and analyze the idea. → *argue the idea*

Be rational: Remove politics. Everyone has the same weight of opinion. Question how ideas can happen rather than why they won't. → *assess the idea*

Be neutral: Consider all stakeholders and their needs to gain a holistic view of the problem and deal with bottlenecks preemptively. → *evaluate the idea*

# EXECUTION

## THE ACTIONING OF IDEAS.

Be strategic: Agree on a project structure before jumping into implementing changes. Ensure the strategic goals are clear. → *clarify all goals*

Be adaptive: Manage the project in a flexible, agile manner, allowing for adaptation and leveraging lessons learned to address challenges and surprises when they occur. → *think and act quickly*

Be decisive: Make firm decisions, even if there is uncertainty and risk involved. Be rational and remove fear or pressure. → *be willing to make decisions*

# DIFFUSION

## THE SPREADING OF IDEAS.

Ensure virality: Ensure a convincing narrative has been created so new concepts and ideas are embraced and emotionally connected with throughout the organization. → *create convincing buy-in*

Ensure engagement: Stakeholders are involved in the process and asked for input and feedback, to ensure all stakeholder perspectives on the new concept/idea are aligned. → *create stakeholder engagement*

Ensure transparency: Information is accessible and details are shared with all stakeholders, including responsibilities, roles, achievements, and processes. → *create transparency and trust*

# ASKING WHY?

I IDEATION

**“80% OF THE TIME WE WORK  
ON THE WRONG PROBLEM.” – Steve Jobs**

Do you spend time around children? If you do, then you know they use the most powerful word that all innovators must embrace: the word “why”. Why is dad going to work? Why is dad working at all? Why is dad always in a bad mood after work? Why, why, why...

And eventually you reach a point where you can not answer the “why” question any more. The deeper they dig, the closer they get to the actual cause.

Children do this intuitively. They want to quickly attain understanding and knowledge, and asking “why” is a highly efficient way of doing so.

**Those who don't ask, stay dumb.** At some point in our growth we stop asking “why.” We are convinced that we should already know the answer, and we end up acting like robots. But “why” is the source of all innovation:

- Why does a cell phone still need buttons?
- Why do we still have to drive cars ourselves?
- Why does our organization need a mobile app?
- Why do I have to ask my boss for a day off?

It's the one tool we have to understand the world around us. We keep asking until we are satisfied that we know why something is the way it is.

Asking “why” can be used by companies and individuals to find the root causes of a problem. People external to a problem find it easier to find the root cause because they can look at a problem objectively. The “why” method helps you accomplish this objectivity yourself.

### **YOUR CHALLENGE:**

Use the five-times-why method to get to the root cause of any problem:

- Write the problem down
- Write down the first “why” question: “Why does that problem exist?”
- Write down the answer to the first “why?”
- Then dig deeper, and use this answer to ask the second “why” question: “Why is that?”
- This answer is again followed by a “why?”
- Repeat for five “whys” and you will get closer or even reach the root cause of the problem

### **TEAM CHALLENGE:**

What is the biggest problem you are facing right now where the cause is not apparent to you?

- Put it in writing and ask yourself the five “whys”
- Go to a colleague and ask them the five “whys”
- Repeat this a few times and you’ll be a whole lot closer to the root cause







"Every once in a while, a new technology, an old problem, and a big idea turn into an innovation." - Dean Kamen







# WHAT WOULD ELON DO?

I IDEATON

**“I THINK IT IS POSSIBLE FOR ORDINARY PEOPLE TO CHOOSE TO BE EXTRAORDINARY.”**

– Elon Musk

In 2014, I started a new job at a consultancy. My job was to reanimate old contacts. This meant calling people I didn't know and convincing them it was worthwhile to meet me to discuss business.

Do you think managers at large international corporations loved it when I interrupted their day to try and sell them something over the phone? No. Of course not. And it became a struggle for me to go into that office and continue to pick up the phone day after day, afraid of the next rejection and waiting for the next “no”. This caused my numbers to go down, which in turn led to my motivation taking a similar downward spiral.

**Innovators are bold.** After many weeks of this demotivating cycle, I went in search of an antidote, and I found it. I asked myself: What would Elon Musk do?

In the book Zero to One, Peter Thiel describes what his friend Musk has accomplished: “What do you think the American government wants to talk about when it comes to buying new rockets from Musk's company Space X? Do you think they care that he had to clean

the investors' doorknobs to get the first investment for PayPal (former X)?"

Sales is often a top priority for business success, no product sells itself. If you want to move your idea or business forward, you need to show other people what the value of your product is.

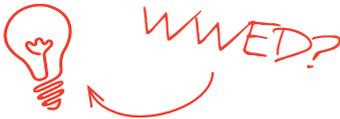
"What would Elon do?" helps me to think on a larger scale, it leads to bolder decisions that help my businesses try things faster and move forward faster.

#### **YOUR CHALLENGE:**

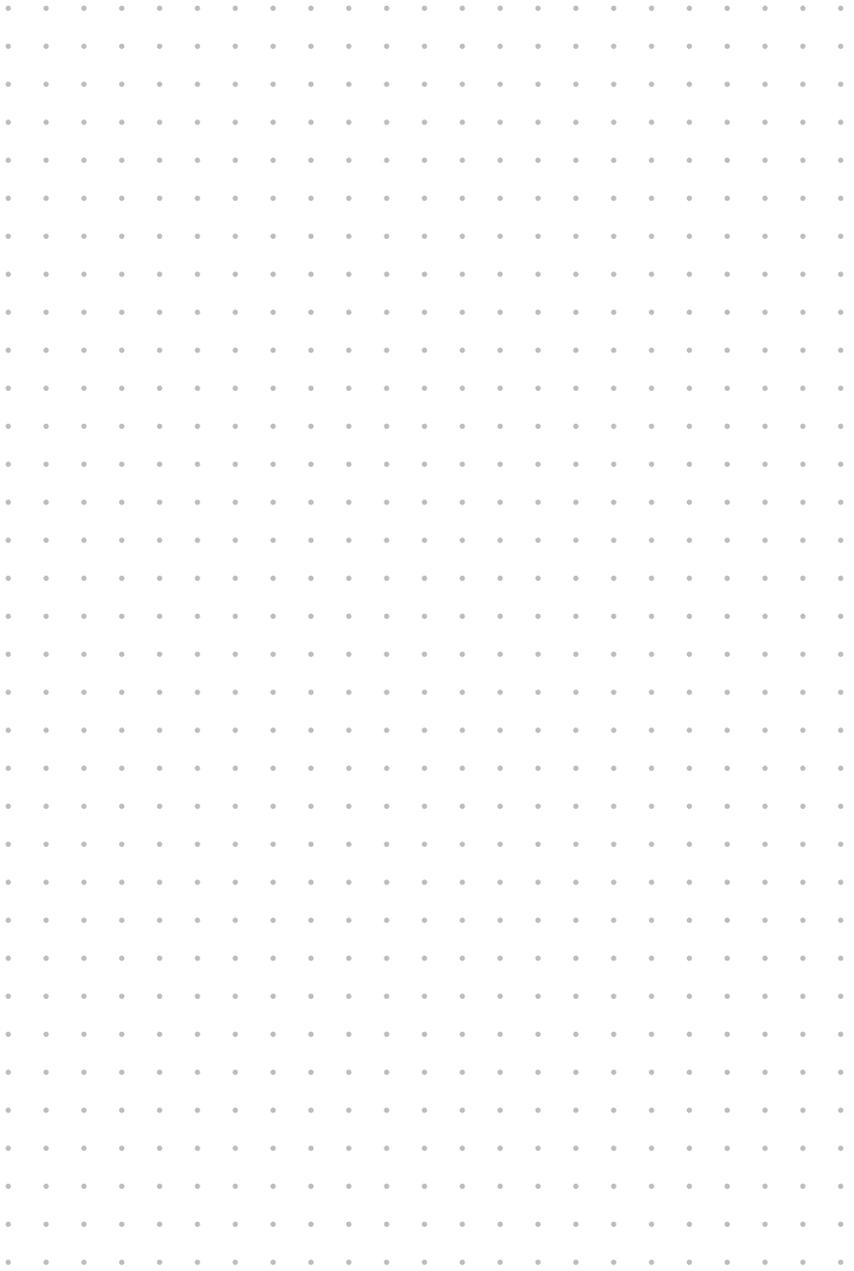
- Take a look at your daily schedule, weekly plan, or life plan and consider: What would Elon do?
- Using your newly won Silicon Valley courage, write down a task that you will do immediately
- Finish the task with boldness and with speed

#### **TEAM CHALLENGE:**

- Talk to a colleague about a daily schedule or your project plan and ask them: What would Elon do?
- Rewrite the plan with your answer and go for it





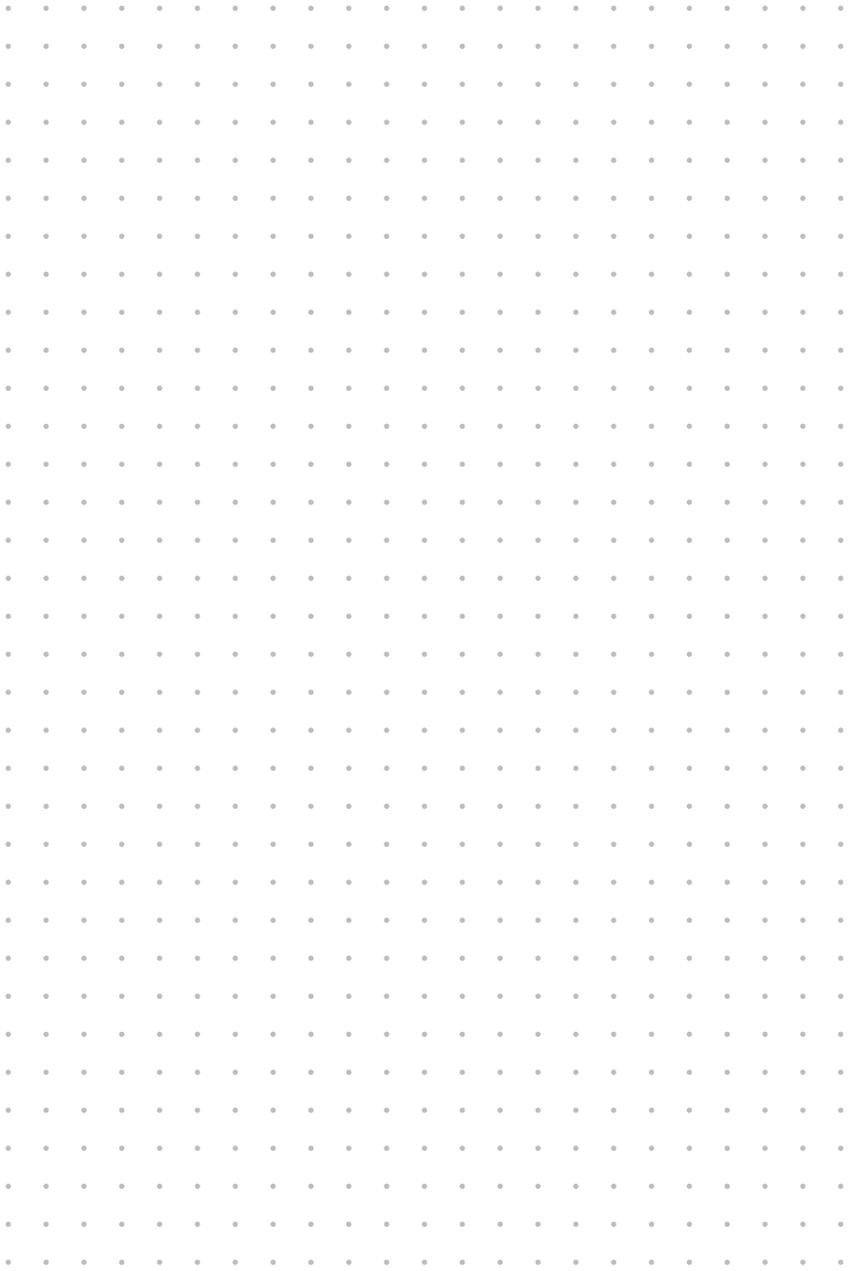


What was the most innovative thing you saw today?

A large grid of dots for writing, consisting of 20 columns and 30 rows of small, evenly spaced dots.







# NO EMAILS

IDEATION

**“INNOVATION IS OMISSION.”**

– Steven Mc Auley



“What do you want to be when you grow up?” asks the teacher. “A manager,” says little Fritz. “A manager is allowed to answer emails all day long, which I love doing!”

Is email a good invention? Do we enjoy reading, answering, and writing emails? When has an email been the solution to a problem?

**Everybody loves emails – but not me!** We use email daily, even when we do not consider it useful... even when it wastes our time. Once we are in this email cycle, we don't dare to leave it.

But that's exactly what it takes to drive innovation: questioning things, trying new things, and sometimes swimming against the tide.

The nature of my work has increased the number of emails I receive. But I do not answer emails regularly. Why? Because emails often distract me from the really important things I need to get done in a given day, whilst at the same time giving me the false feeling of having accomplished something.

That's why I started an email diet. I only answer crucial emails and only after 2:00 p.m. This diet has made me more focused and reduced the time required to complete tasks. Anyone who needs something urgently

from me leaves me a voicemail (which I check twice daily), and I call them back immediately.

Do you feel that emails are hard to avoid? Try this. Try not checking your inbox for just twenty-four hours. See what happens. What is the worst-case scenario? A few people wait for a response? That's not the end of the world. Now you have freed yourself to accomplish more important things.

#### **YOUR CHALLENGE:**

- Do not answer emails for twenty-four hours
- Be brave: delete all the previous day's emails and see what happens
- My experience: nothing happens, except that you gain more time for other things

#### **TEAM CHALLENGE:**

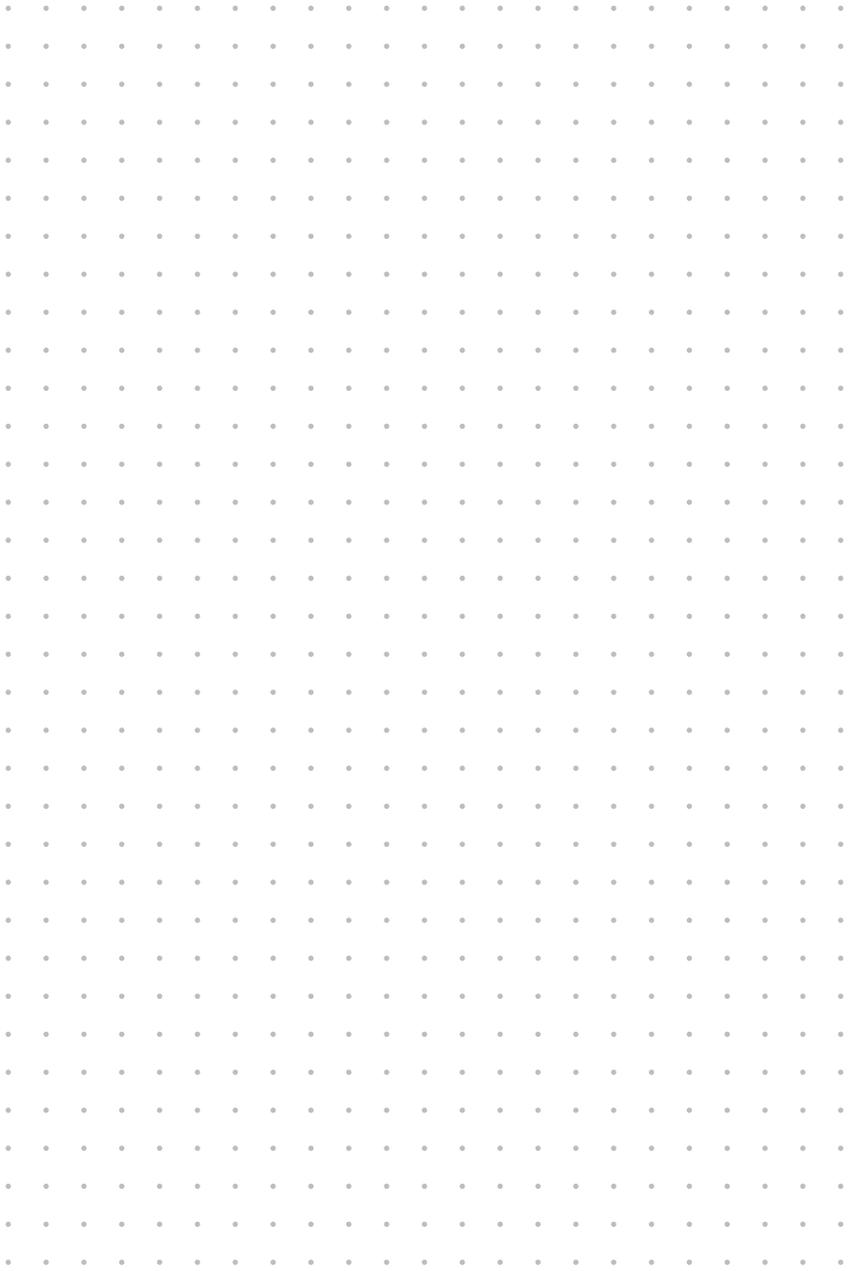
- Share this challenge with your colleagues
- Convince them to not answer any emails for a whole morning, every morning
- See how much your productivity and collaboration increase during that time

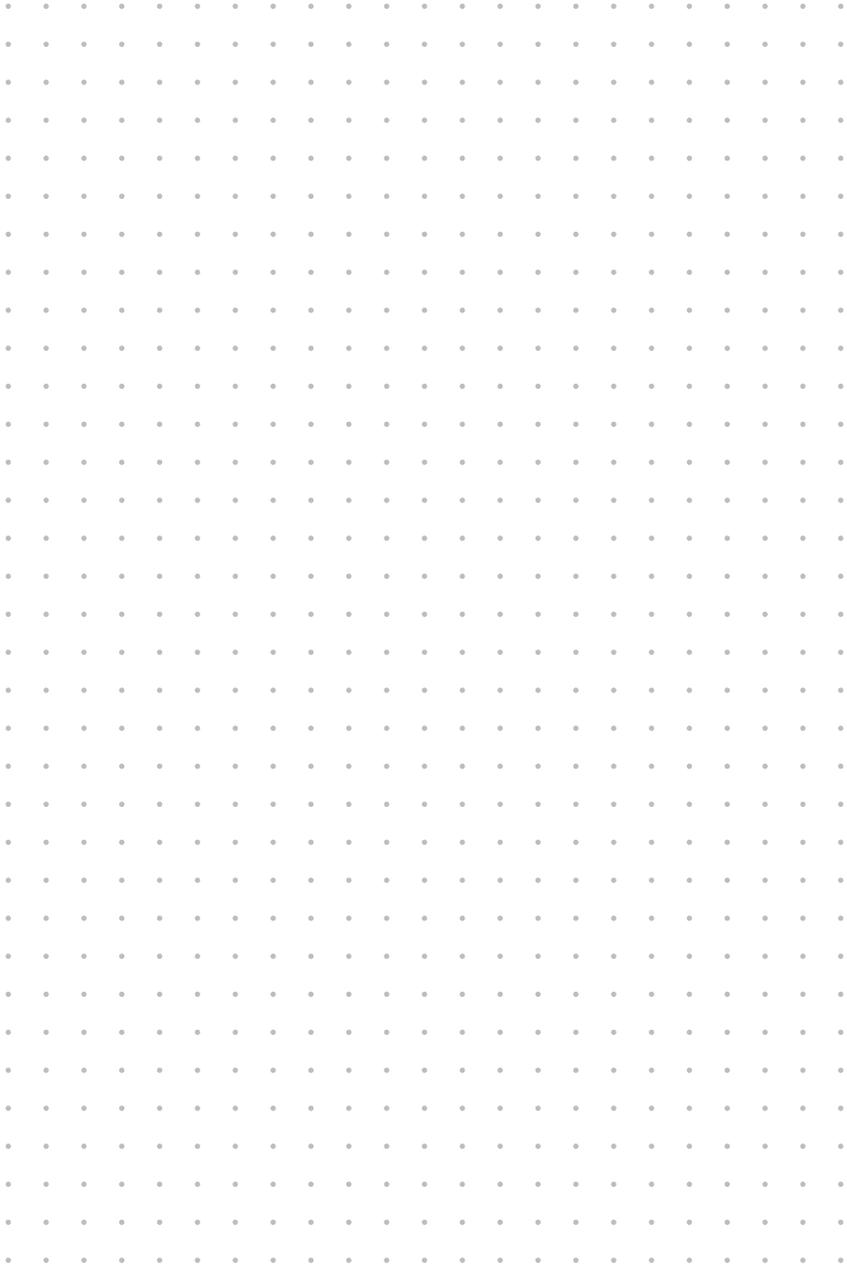




“Either write something worth reading or do something worth writing.” – Benjamin Franklin

A large grid of 20 columns and 25 rows of small dots, intended for handwriting practice.







# DON'T DO IT YOUR WAY

IDEATION

**“PROBLEMS CAN NEVER BE SOLVED  
WITH THE SAME WAY OF THINKING THAT  
CREATED THEM.” – Albert Einstein**

“I have no talent for learning a new language,” you might think. How do you know? Because you didn't do well in school? Harvard professor David Perkins is convinced that there are up to seven ways to teach someone a language. When we fail to learn a language in school, we conclude that we are not gifted at languages. The truth is, however, that the one method we tried might not work for us, but one of the other six would.

**Courage is no coincidence.** We are a slave to our habits and we try to solve problems the same way over and over again. Innovators, however, manage to put themselves in other people's shoes, to view things differently and gain a new perspective. They use techniques to collect as many opinions as possible, even if there is no one else in the room.

One of these techniques comes from design thinking; it is called the Creative Matrix. The matrix is a 5x5 table to address a particular problem. Across the top of the matrix write names of individuals, anybody at all, e.g., Batman, Richard Branson, your grandfather. In the far left column enter circumstances for the

individuals, e.g. working at Google, nomad, has only one year to live, etc. Then you fill it in.

For example, if the problem is creating stakeholder buy-in and one of the matrix fields is “Batman working at Google,” how would he do it? Maybe he would create visibility like a bat signal, so that everyone sees it? Maybe he creates that signal on an online internal platform, to inspire loyalty? ...and so on.

Seems crazy, but it works! This simple change of perspective will help you to think of extraordinary solutions from varying perspectives.



#### **YOUR CHALLENGE:**

- Write down a problem you are experiencing and draw out the matrix
- Fill in the left column with five ideas you can come up with for circumstances
- Fill in the top line with five people
- Think about how they would solve each problem
- Discover how many new “blue sky” ideas come to you

#### **TEAM CHALLENGE:**

- Write down a problem the team is struggling with and draw out the matrix
- Have fun filling in the circumstances and people
- You will find some real creativity when you complete this with your team







"We don't know who discovered water,  
but we're certain it wasn't a fish."  
- John Cullin







# NEVER SAY “SHOULD”

| EVALUATION

**“BEING GOOD IN THE TRADITIONAL SENSE IS RELATIVELY EASY. ALL YOU NEED IS A BIT OF MISFORTUNE, A LACK OF IMAGINATION & A CERTAIN HAND FOR THE VIRTUES OF THE MIDDLE CLASS.” – Oscar Wilde**

A few years ago, a former boss gathered our café team around a large milk stain on the floor and said “Someone should take care of it.” Do you think that someone did? No, of course not. Nobody cared.

**“Should” sentences create no action at all.** “Should” sentences are superfluous. A “should” is deceptive. A “should” doesn’t include planning or concrete action. A “should” never happens. A “should” stands for all the things that we think we need to do, but do not necessarily want to do, e.g., I should improve my Spanish. I should play more sports...

If it really matters to you, then your request will have three requisite parts:

1. Why the task needs to be done.
2. Who needs to do it.
3. When it needs to be done by.

The manager could have said: “The milk stain bothers me because we are in a café and cleanliness is important. Who will volunteer to clean the spot by tomorrow?” (Or he could have cleaned it himself. Innovators are also changemakers!)

**Remove “should” from your vocabulary.** For over five years my “should” list included walking the Way of St. James. There were many opportunities to do it, but it always remained on the “should” list. Now, I have deleted it, which creates space for new goals and adventures. The space you create by removing overdue “shoulds” is where your new ideas will grow.

“Should” leads to frustration and only distracts you from what’s really important to you. Make room for new thoughts and new goals.

#### **YOUR CHALLENGE:**

- Make a list of ten “should” sentences that you keep repeating in your head
- Take that list and burn it. It is obviously not interesting or important enough for you to action it
- In conversations from now on, pay attention to when you use “should” and try to replace the word with “will” or “will not”

#### **TEAM CHALLENGE:**

- For one day, count how often you say “should”
- Each time you use “should” after that day, you must treat a colleague for coffee the next day



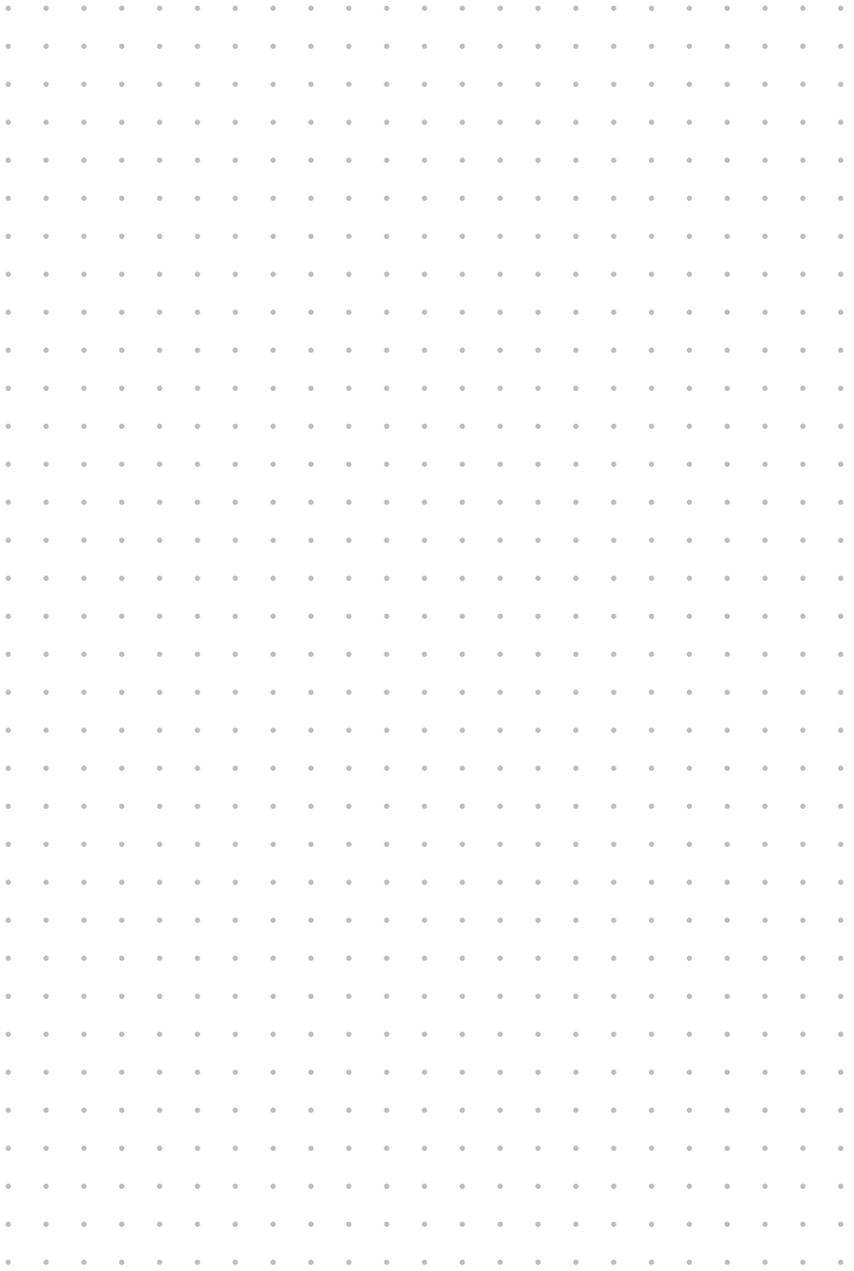




*"A dream will not become an innovation if there is no realization." - Ciputra*







# “I DON’T KNOW!”

| EVALUATION

**“HE WHO ADMITS HIS IGNORANCE SHOWS IT ONCE; HE WHO HIDES IT SHOWS IT MANY TIMES.” – Confucius**

As a trainee, I had it easy; whenever I had to clarify something I didn’t know with the department heads of the organization, I could ask them. I started the conversation with: “Hello, my name is Steven McAuley and I’m a trainee in our group. Would it be possible for you to explain [XY] to me?”

We humans like to help other humans. Or rather, we like to help humans as long as we are not direct managers and don’t have pre-existing prejudice. Everyone likes to help a trainee, but why don’t we like to help everyone?

**The magic of not knowing.** We believe we need to know everything. In customer meetings, in internal meetings, or in boardroom dialogue, we always want to believe we know everything. But it’s a utopian way of thinking; we can’t possibly know it all.

It causes us to sit in meetings and pretend we understand the new technology the manager is describing, when really, nobody knows what the new technology was built for or what it can do.

We have forgotten how to use the magic words, “I don’t know.” Followed closely by: “Could you please explain that to me?”

Clarify things. Do not be afraid to ask questions about topics that are ambiguous or unclear. Open-ended and exploratory questions are important tools for innovators.

Elon Musk currently operates four companies: Tesla, Space X, Solarfarm, and the Boring Company. Do you think he knows everything he needs to know to do that? No. He asks his staff. Innovators excel in broadening their ideas by admitting that they do not know everything.

Rather than looking smart, be smart. Have the confidence to say, “I don’t know.”



**YOUR CHALLENGE:**

- Say “I don’t know” as many times as you can today
- Pay attention and count how many times you succeed
- Recognize how it makes you feel and when you start to gain confidence in not knowing

**TEAM CHALLENGE:**

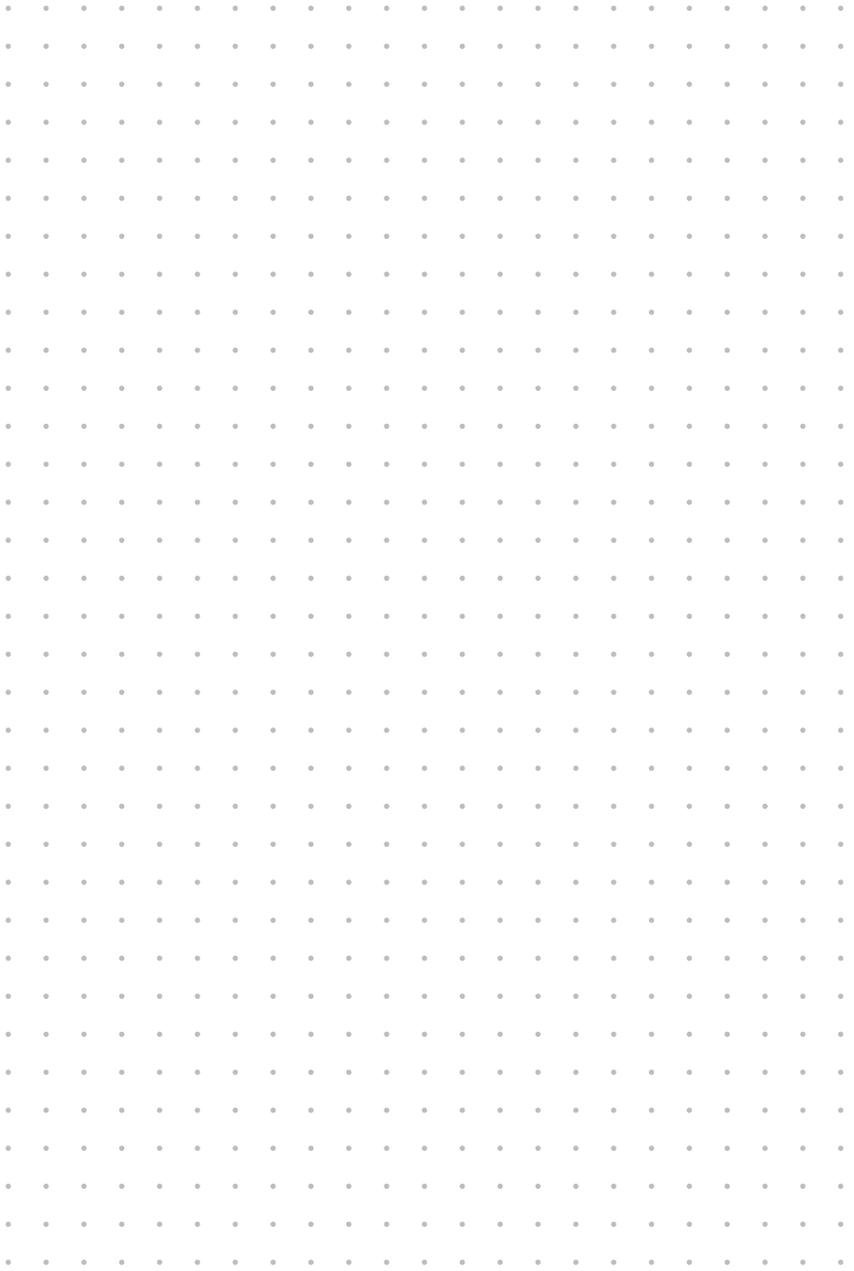
- Play the game with a colleague
- Who cannot say “I don’t know” in a day loses
- The loser buys the winner a drink



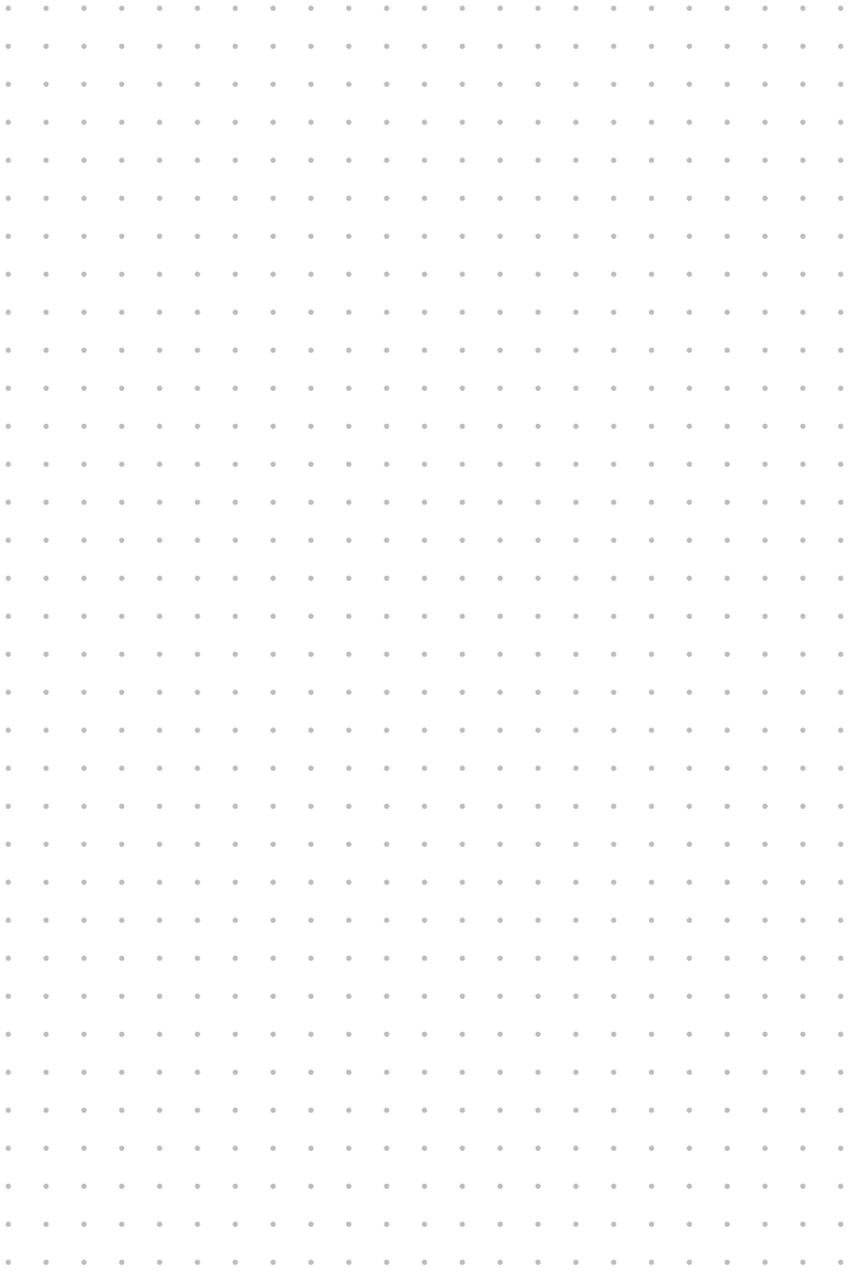


What repeating problem do you have to face every other day?  
And what can be done about it?

A large grid of 20 columns and 30 rows of small dots, intended for writing a response to the questions above.







# 99 PROBLEMS

I EVALUATION

**“I CAN’T UNDERSTAND WHY  
PEOPLE ARE FRIGHTENED OF NEW IDEAS.  
I’M FRIGHTENED OF THE OLD ONES.”** – John Cage

I absolutely have to sew the buttons back on this shirt. At first it was just one shirt. Then two, then three, then four, and finally five white shirts. After two years in business consulting, five white shirts hung in my closet, each missing a button. In my head I thought, “I will sew the buttons on this weekend.” And every morning, when I opened my wardrobe, the shirts reminded me of all the other things I needed to do.

**Eliminate the inconvenience.** New thoughts often arise when we have space in our minds. Especially when we are doing tasks on autopilot, such as showering, commuting, or going for a walk. However, old thoughts and tasks block us from developing new thoughts and ideas.

If you want to become an innovator, disconnect yourself from all the trivial little things that stand in the way of your journey.

For the most part, these are only minor matters, e.g., the long-overdue task, the full email in-box, a shirt button that you want to sew on again. Every morning you look in the wardrobe you get annoyed and you think, “I have to mend my shirts.” This is a waste of precious

time and energy and creates stress and frustration. A missing button or worn-out shoes are minor things, but they are often indications that you also tolerate far more serious incomplete tasks in your life. This costs you unnecessary energy, distracts you from your goals, and dampens your mood. This makes it difficult to innovate.

Practice more liberal thinking and increase innovative thinking with this simple exercise.

#### **YOUR CHALLENGE:**

- Take twenty minutes to complete this task every week (preferably on a weekend)
- Write down 99 of the inconveniences you currently tolerate in your life and divide the points into categories such as: career, home, friends, family, health, etc.
- Eliminate the points that you have no control over, e.g., your boss, a long commute to work
- Identify three points that you, alone, can accomplish on that very day

#### **TEAM CHALLENGE:**

- Find a colleague who can help you and hold you accountable. Call him or her beforehand to share your tasks and to help motivate you
- Set yourself a reward if you accomplish your tasks, e.g., a meal out or a new book
- While you are completing the task, listen to Jay-Z's "99 Problems" for motivation



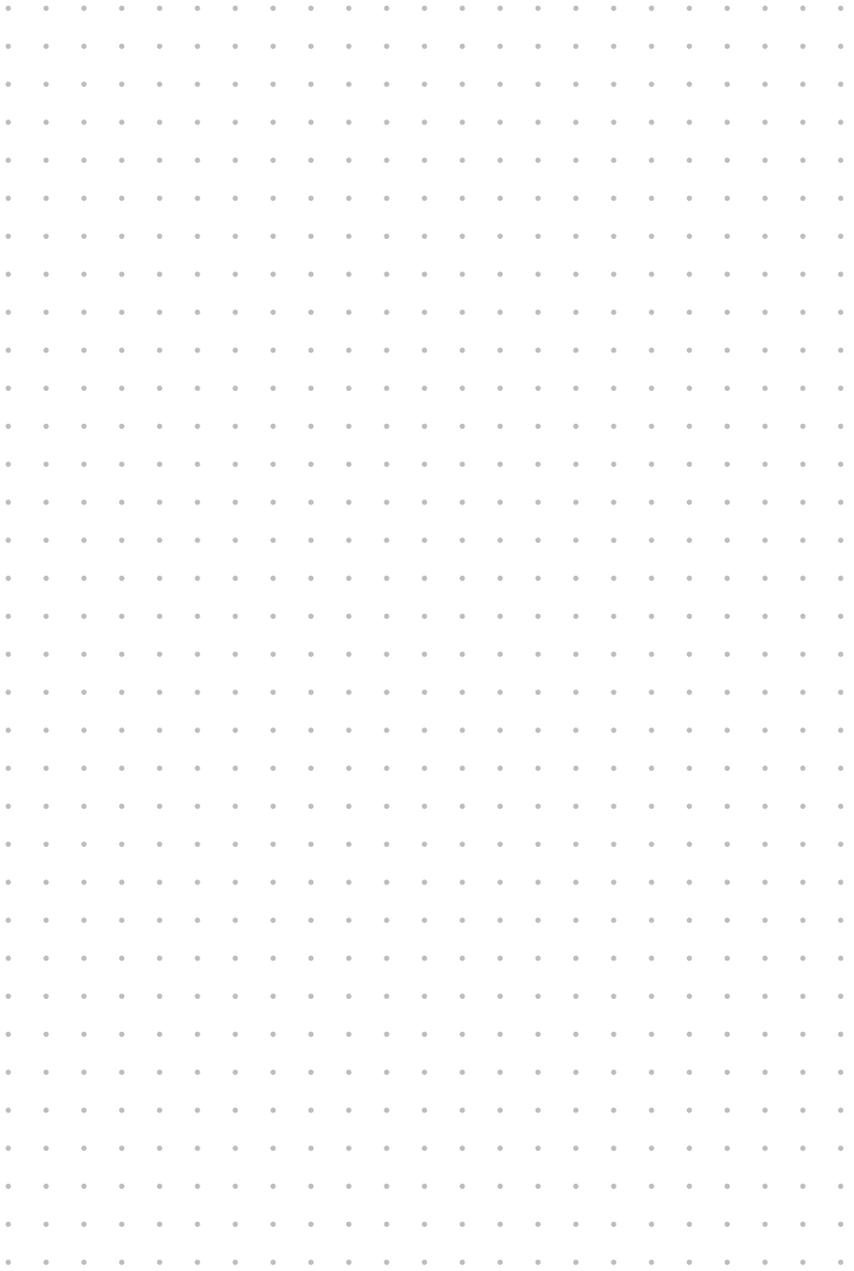




*"Belief in oneself and knowing who you are, I mean, that's the foundation for everything great." -- Jay-Z*







# REFLECTIVE THINKING

| EVALUATION

**“IF I LOOK CONFUSED. IT IS  
BECAUSE I AM THINKING.”** – Samuel Goldwyn

Two years ago, my team and I founded Münchner Kaffeerösterei, a Munich based coffee roasting company. We built a mobile barista bar to market our brand, and started serving our premium coffee where the customers were: at trade fairs, events, and in the meeting rooms of customers such as BMW and Deloitte.

After a year, we had sold only a few kilograms of coffee and were falling behind on our targets. It was during this crucial time that I had booked a holiday in Miami, and since I couldn't cancel my girlfriend's vacation, I flew to the States with her for two weeks. In retrospect, it was the best thing that I could have done. It provided me with the opportunity to reflect on what was going well and what wasn't. Upon my return, I shared my idea with the team - that instead of focusing on coffee sales, we embrace the mobile premium barista bar as our core product. Since that decision, we have hit all of our targets.

Would I have come to this conclusion during stressful everyday life? Or did I need time and distance to come up with this idea?

**Foster reflective thinking.** The ability to reflect has long been recognized as a basic instrument of great

innovators: Newton under the apple tree, Einstein's countless walks and daydreaming, we owe all our breakthroughs to people who have taken the time to think.

**What is reflective thinking?** It is part of the critical thinking process, a process to analyze what has happened, and an active consideration of knowledge and the reasons that support this knowledge. Reflective thinking is important to stimulate learning in complex problem-solving situations, and is especially crucial when making strategic decisions. Active questioning is a quick and simple tool to trigger reflective thinking.

#### **YOUR CHALLENGE:**

- Schedule three spaces of 20 minutes each this week to use for reflective thinking
- Go to a place where nobody can disturb you (a walk outdoors, the cafeteria, etc.)
- Take three questions with you. Here a good place to start: Why do I do what I do? Why am I good at it? Whom do I help most through my work?
- Carry your Innovator's Journal with you and write down the answers. Change the questions after one week, but continue to make space for reflective thinking three times a week

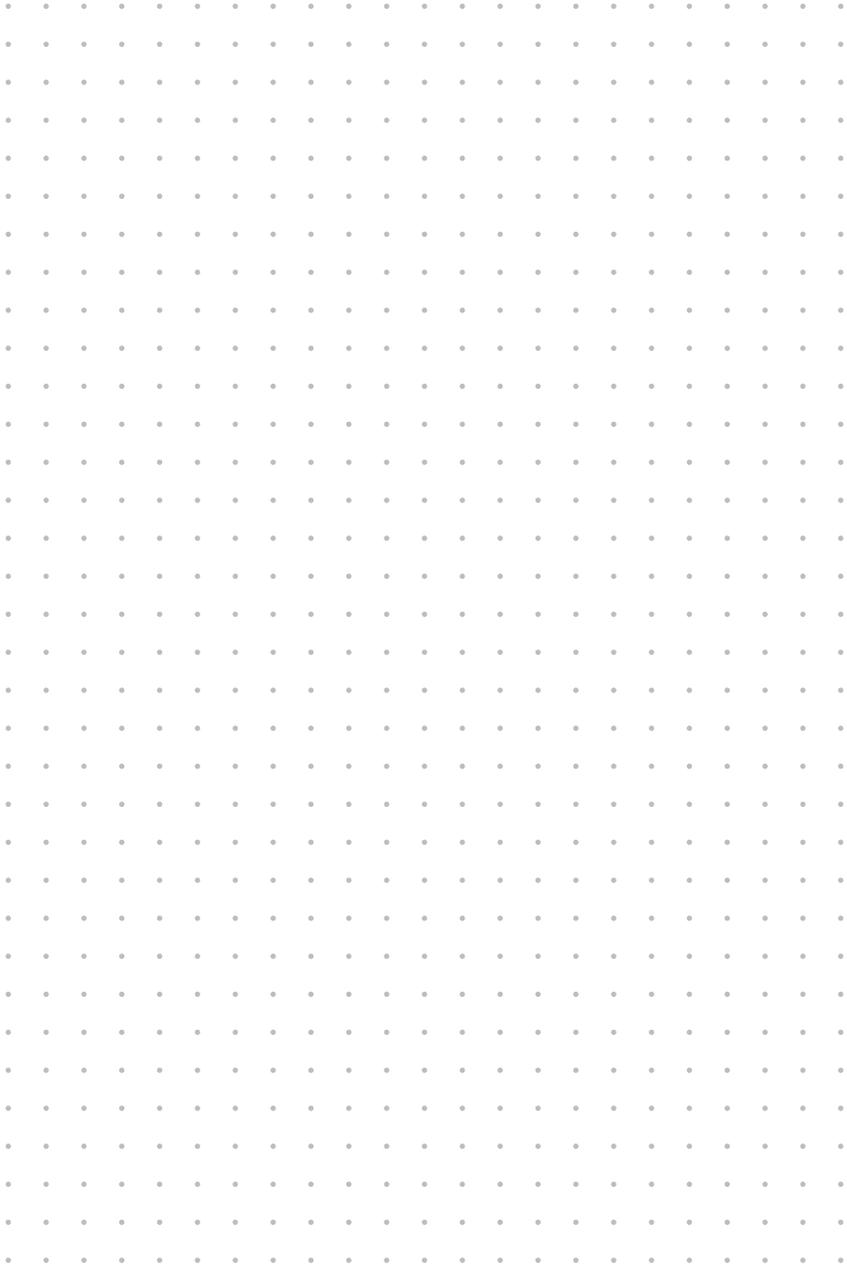


#### **TEAM CHALLENGE:**

- Invite your colleagues to schedule space in their calendars for reflective thinking. Share how you use the time, space, place and questions
- Encourage them to continue to block time for reflective thinking







"Progress is impossible without change, and those who cannot change their minds cannot change anything."  
- George Bernard Shaw







# JUST SAY “NO”

| EXECUTION

## IS BEING CALLED A “YES-MAN” OR “YES-WOMAN” A COMPLIMENT OR AN INSULT?

How often do you say no when a colleague, or your boss, comes to you and asks you for something? By not saying no, how long does your to-do list become?

My to-do list became so long that it took up more than ten pages in a Word document, because I used the word “yes” too often.

**Innovation is omission.** Most people incur too many professional or private obligations. And only because they keep saying yes, even though they want to say no. Change to the “no” side for a day, and say no to every request that is asked of you, and everything that is brought to you.

If you change your mind later, you can still come back to the request. But your first answer must be “no.”

You can still be polite when you say no, e.g., “No, but thanks for thinking of me.” But the important thing is to remove other people’s to-do lists from your own. And that is where always saying yes will get you.

### **YOUR CHALLENGE:**

- Reflect on how many times you say yes when you want to say no
- Say no to everything for twenty-four hours
- How much time did you free up? Did you shorten your to-do list instead of adding to it?
- Say no more often

### **TEAM CHALLENGE:**

- Test your colleagues on how many times they say yes when you ask for them to do something
- Record how many say yes no matter how large the task
- Help them understand why they must also learn to say no









*"Innovation is the new competitive advantage." - Julie Sweet*







# DO IT NOW!

| EXECUTION

**“HE WHO HESITATES IS LOST.”**

– Joseph Addison

“I had that idea! Why didn’t I make it work?” That’s what I thought when the first YouTube stars started earning a lot of money with their videos and ads. My best friend and I had discussed this possibility many years ago, when YouTube was just taking off. We decided we would meet every Tuesday at 7:00 p.m. to make funny videos and upload them to YouTube. We discussed it in detail and even created an action plan. How many times do you think we met? That’s right. Not once.

**Why didn’t I do it?** What could we have done better? If we had shot our first video on the day we made that decision, the probability would have been higher that we would have continued to meet every week to shoot. We created a plan, but the first vitally important step was pushed into the following week. So much happened during that week that the initial euphoria we had felt, the passion for the idea, was gone. You cannot allow that to happen to you as an innovator.

Innovations thrive on speed, testing, and feedback. Most people generally hesitate before they react. If you want to react immediately within your environment in the future, you have to change your behavior.

Immediately ask yourself, “How can this work?” when you sit in a meeting and an important point is raised. If you hear the response, “We’ll take care of that later,” then say, “No, let’s do it now.”

#### **YOUR CHALLENGE:**

- Do it now! Everything that is not done immediately has to be done later anyway. Hesitation costs unnecessary time and energy that you require to innovate
- Tip: Hang a note above your desk: Do it now!

#### **TEAM CHALLENGE:**

- When your colleagues try to set up a time to discuss something with you, take a moment and challenge them to discuss it right there and then
- Cross it off the list for later







*"Progress lies not in enhancing what is, but in advancing toward what will be." - Khalil Gibran*







# SIMPLIFY YOUR DAY

| EXECUTION

**“THE ABILITY TO SIMPLIFY MEANS TO ELIMINATE THE UNNECESSARY SO THAT THE NECESSARY MAY SPEAK.”** – Hans Hoffman

Is your schedule overcrowded again? Do you have to do a hundred things and meet countless people?

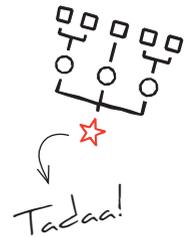
Just a few months ago, I had the problem of never completing large tasks. Too often, appointments with clients, internal meetings, or short-term commitments came up and prevented me from finishing them.

Then I remembered some of the lessons from the book *The ONE Thing* by Gary Keller. His core theory came back to me: if I really want to create something, then I must block the time I need, days if necessary, in my calendar and take on nothing else. Even taking a phone call can pull me out of my workflow and I could lose precious time. These larger tasks supersede all smaller tasks; they put everything else in the shade, and you, as an innovator, should treat them with the respect they deserve.

**How can we innovate if we always react? Is there a chance to escape the whole?** Take a moment and

think about all the things you need to complete today. Every “to do” item, every meeting, costs you energy.

The more energy you have, the more innovative you are. Many people believe that many commitments and a busy schedule are signs of success. They ignore or fail to notice what's going on around them in the midst of their stress, and miss out on important opportunities. For this reason, you should think carefully about what your primary goal is and what you want to put your energy towards. Exceptionally successful people give themselves free time in the event that things do not run as planned, or to take opportunities that cross their path.



### **YOUR CHALLENGE:**

- Consider the following questions:
  - How could you simplify your life?
  - Which tasks cost you the most time?
  - In which area(s) could modern technology help you?
- List ten tasks that you must complete today
- Delete the five points that cost you the most time and distract you from the important tasks
- Simplify your day by eliminating any tasks that you can use software to complete

### **TEAM CHALLENGE:**

- Help your team eliminate small tasks that are hindering them
- Take the software tools you have identified in your challenge and implement them for your team, to help save them time
- Create focus on your primary goal every day.



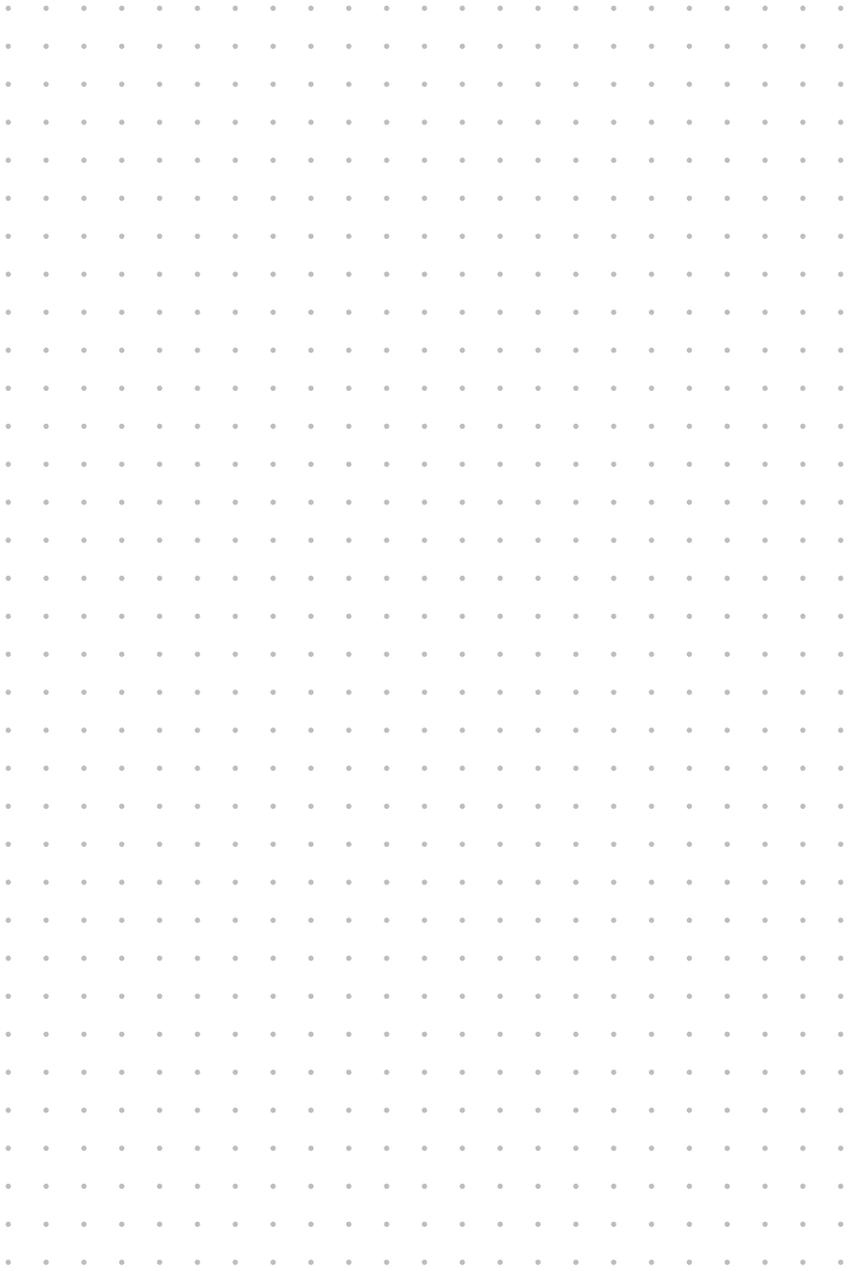


"Only great minds can afford  
a simple style." - Stendhal









# CREATE FOCUS

| EXECUTION

**“IF YOU TRY TO RUN AFTER TWO RABBITS AT THE SAME TIME, YOU WILL NOT CATCH ANY AT THE END.”** – Asian proverb

“No new ideas in May” was posted in big letters on the wall of a consulting agency. The agency boss was a creative genius; she was blocking her employees from creating new projects so she could motivate them. Does this seem contradictory to you?

In the past, she had managed to avoid taking on the highly important tasks, because she was running after a new hare every day. Sometimes she would catch one by chance, but not consistently. So she decided to focus on just one thing every single day. She blocked her calendar for four consecutive hours, and used the time to “call follow-up contacts.” Through the new rule, she managed to complete her follow-up call list in one month, a task that previously would have taken a year.

**What’s your one thing?** Missed deadlines, high stress, lack of sleep, and missed time with family and friends? All in the name of achieving results? These results are easier to achieve than you can possibly imagine. We often do not improve our situation by doing more. The trick is to remove the unimportant things and create focus.

Many successful writers, athletes, and executives use a simple rule to be extraordinarily innovative. They focus on the one important thing they need to do every single day. That one thing eliminates the noise around us. It puts all other things in the background for four hours every day.

Meanwhile, it ensures uninterrupted time, accepting that phone calls and emails will not be answered, and the clothes will stay in the dryer! Accepting the chaos around you while working on one important thing – that’s the art of creating focus.



#### **YOUR CHALLENGE:**

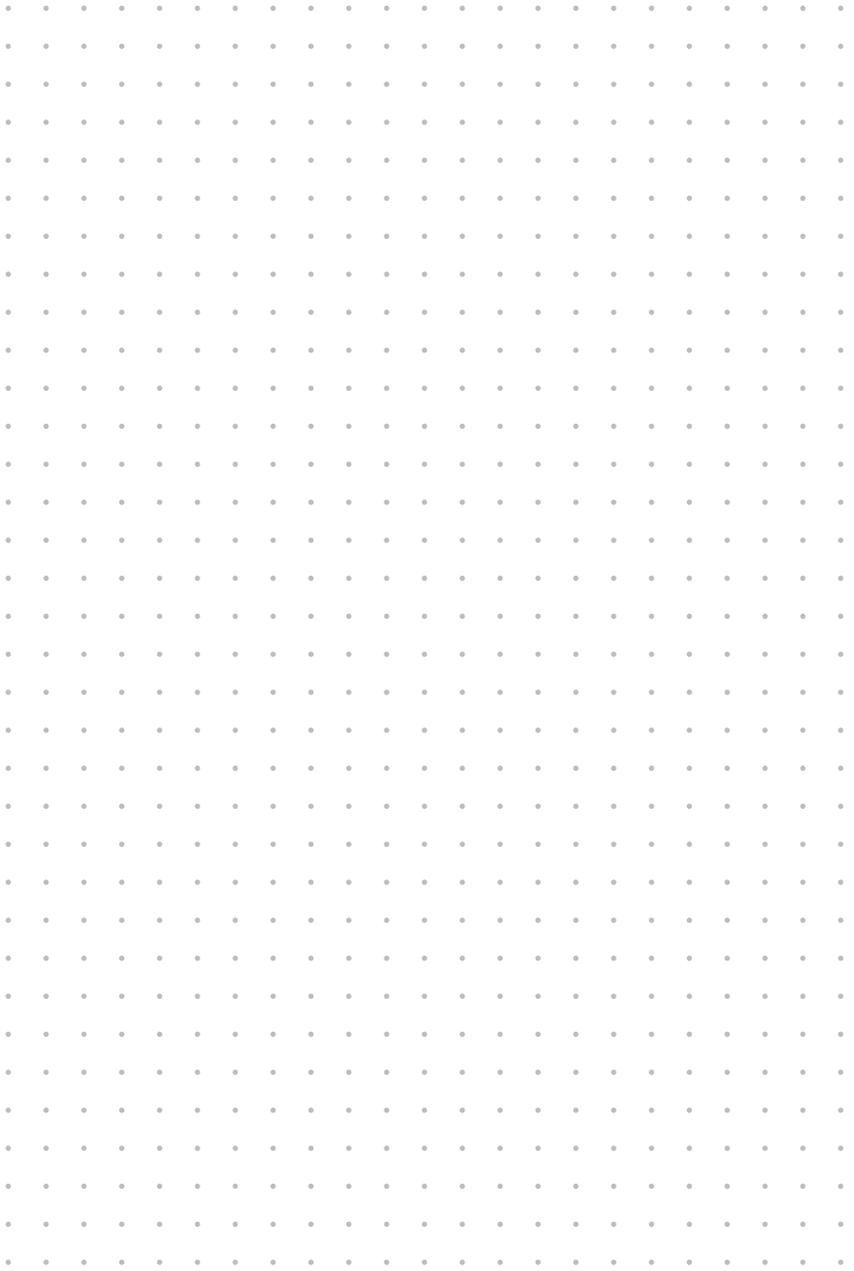
- Write down the one thing that you need to focus on for four hours today, uninterrupted
- Don't do anything else. Let the chaos around you continue, but do not interrupt your task
- Let everything else wait until you are done

*Did the world continue to turn? Did you work and focus on the same important topic for four hours? And do you feel more innovative and proud of the outcome?*

#### **TEAM CHALLENGE:**

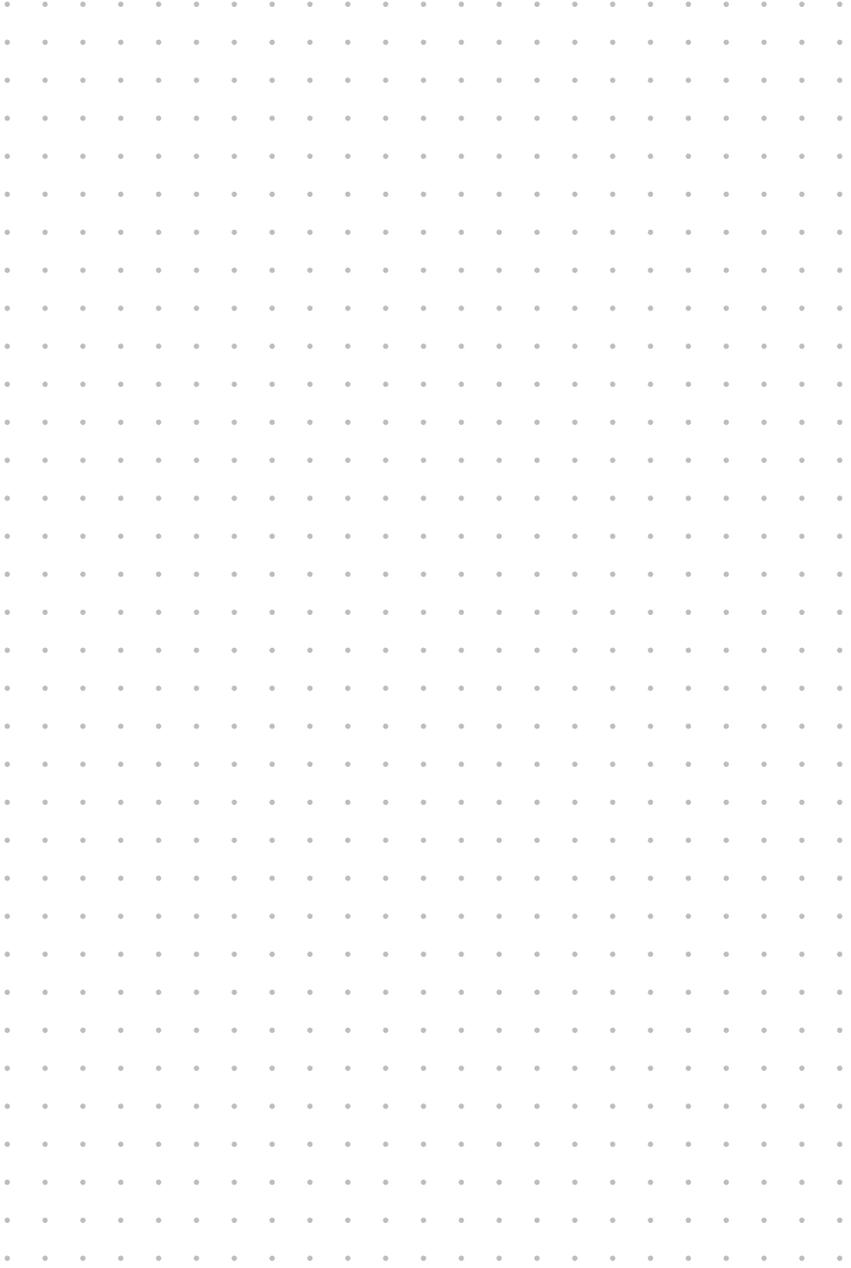
- Write down the one thing that your team needs to focus on today, uninterrupted
- Don't do anything else. Let everything else wait until after you are done
- Did you get it done, and in much less time than expected?







“There is a better way to do it; find it” – Thomas Edison







# MASTER OF LISTENING

I DIFFUSION

**“AS LONG AS YOU TALK YOURSELF, YOU LEARN NOTHING.”** – Marie von Ebner-Eschenbach

When was the last time you gave 100% of your attention to an employee or colleague? Do you know what people are currently concerned about? Do you try to understand the motives behind what they are saying? Why are they telling me this? How can I help them?

**What does it take to be a good listener?** The ability to listen effectively is an essential part of driving innovation. You can improve your ability to innovate by learning the skills of active listening.

Active listening includes not only giving your attention to the person speaking, but also holding back judgment, and refraining from clarifying, summarizing, and/or sharing. It requires multiple techniques or behaviors. Here are three skills that can make you a better innovator:

**1. Watch out.** One goal of active listening is to give the other person the time and the opportunity to think and speak. Focus on the moment and create a pleasant setting for exchanging thoughts.

**2. Retain your judgment.** As a listener, you need to be open to new ideas, new perspectives, and new opportunities. Even if good listeners have strong views,

they hold back their criticisms and avoid arguing or selling their ideas right away.

**3. Reflect.** Learn to mirror the information and emotions of the other person by paraphrasing important points. Do not assume that you correctly understand what is being conveyed or that the other person is certain that you have heard them. By mirroring, you indicate that you and your counterpart are on the same page.

These three skills not only make you a better listener, but also make you a better innovator.

#### **YOUR CHALLENGE:**

- The next time you meet with a colleague, take your journal with you and make notes as you conduct the conversation
- Write down what you observe and how things shift through active listening
- Write down if and how actively listening helped you. Ask yourself if you should do it more often

#### **TEAM CHALLENGE:**

- Give feedback to others
- Observe how they listen. Everyone can benefit from active listening techniques
- What can you teach them?
- What can they teach you?









*"Listen with the intent to understand,  
not the intent to reply." - Stephen Covey*







# SKETCH THINKING

I DIFFUSION

**“ART IS A MEDIATOR OF THE  
UNSPEAKABLE.”** – Johann Wolfgang von Goethe

“Can you draw your solution for us?” This is rarely asked in meetings, yet it is only when you draw your thoughts that you can show you have completely understood them. To express oneself there is nothing simpler than a quick drawing, but we try to convince people exclusively using words. While this seems easier initially, it is also prone to error and exhausting.

In June 2016, whilst staying in Palo Alto, I got to know Jose Berengues, born in Barcelona, he is currently a professor of robotics and artificial intelligence in Dubai. In his workshops, he repeatedly states that because people do not dare to present ideas through drawing, people often talk past each other. A drawing is more self-explanatory, especially in international teams, than the spoken or written word. A drawing will be remembered for a longer period of time.

**How To Sketch So That People Love it:** You may wonder what your customers will say if you draw out the new IT solution for them? Isn't drawing silly? Not at all. With drawing you can quickly determine if you did not think the solution through completely or understand it 100%. Drawing is a challenge, and many people think they cannot draw. So how can you overcome that?

**Sketch thinking!** It's not enough just to sketch – we want to connect others. Sketch thinking means sketching emotions. When using the term “cold”, it can refer to an ice cube, or describe a person's feelings. So translate that into your sketching. Innovation is about one person solving a problem for another person. People like people, so try to consider at every opportunity, “what does that mean to someone?” and sketch people and feelings as the central point of your idea.



### **YOUR CHALLENGE:**

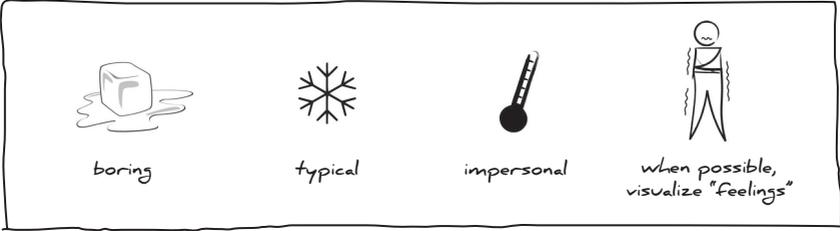
- Sketch each of these keywords in 10 seconds: love, robot, key, collaboration, communication, house, summer, cold, hot, hope, athletic, hungry
- Now do the same exercise again, but this time put a person at the center of your sketch
- Search for keywords that you use daily at work, Google them and sketch them

- At the next meeting, go to the whiteboard and sketch out your question or solution.

*Your colleagues will be pleasantly surprised.  
Common understanding is the basis of innovation!  
If you get stuck sketching a concept or symbol,  
then Google it and add “icon” to your keyword.*

### **TEAM CHALLENGE:**

- Next time you are having a conversation with a colleague, identify the keywords you are using and separately sketch them out. Afterwards compare what you came up with, it's a lot of fun!
- Encourage them to use their sketches in the next meeting they present



**Sketch "Cold"** (Taken from the book "Sketch Thinking" by Prof. Berengues)

**CHALLENGE DEBRIEF:**

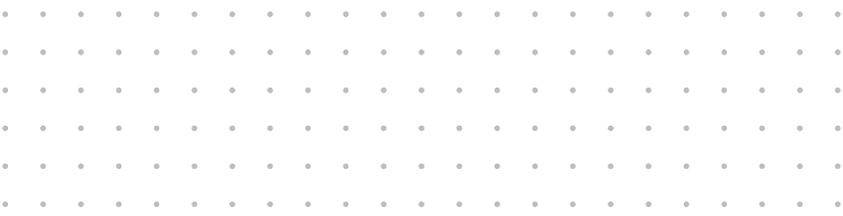
Did it help me improve? 1  2  3  4  5

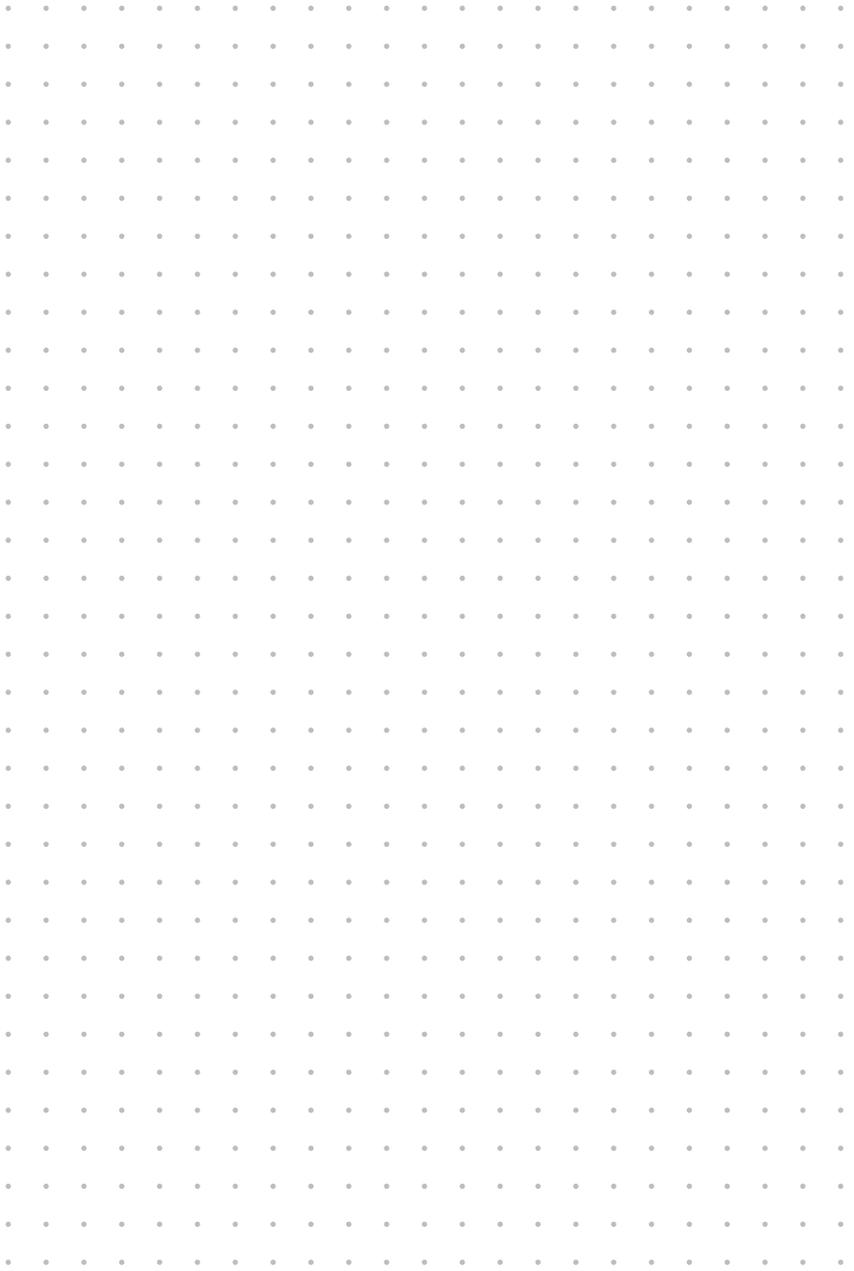
Am I satisfied with my result? YES  NO

Take this challenge again? YES  NO

What could I do differently next time?  
 \_\_\_\_\_  
 \_\_\_\_\_

Share this challenge with...  
 \_\_\_\_\_   
 \_\_\_\_\_

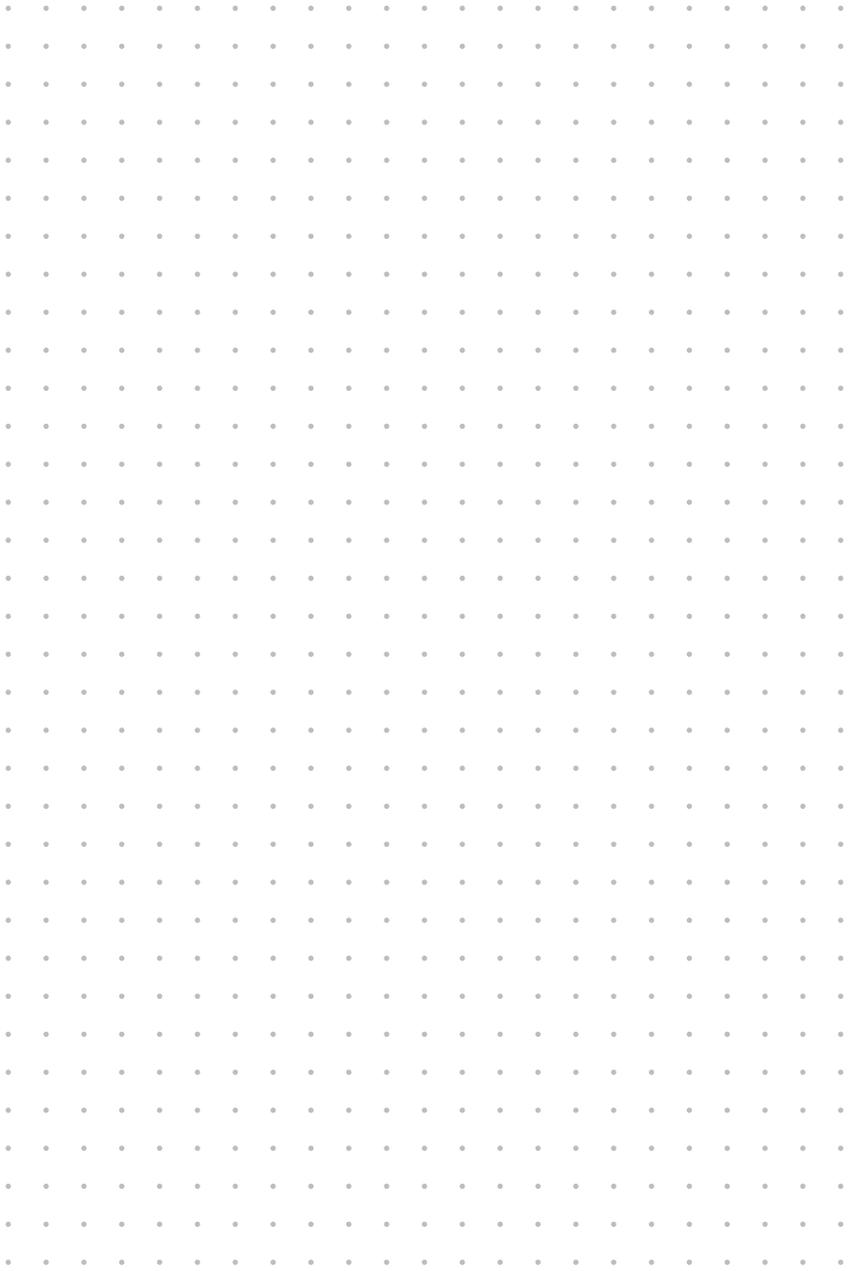




*"To accomplish great things we must first dream, then visualize, then plan... Believe... act!" - Alfred A. Montapert*







# I LIKE / I WISH / WHAT IF?

I DIFFUSION

**“ONE SHOULD HOLD THE TRUTH UP TO HIM, AS YOU WOULD A CLOAK, SO HE CAN SLIP INTO IT. NOT HIT HIM IN THE HEAD WITH IT LIKE A WET TOWEL.” – Max Frisch**

Do your employees or colleagues share ideas with you? How outlandish and crazy are they? When was the last time they shared a crazy idea with you?

When people share their ideas, they often hear responses like, “Yes, that’s a good idea, but we don’t have time.” Or “Don’t you have anything else to do?” Or “What is this crazy idea?” That happens to us once, twice, maybe three times, and then we usually stop sharing our ideas.

**Let good ideas live.** Every day, good ideas die. And they die because we hear demotivating responses and it makes us less interested in sharing new ideas. Consequently, people have stopped sharing their ideas or encouraging others to do the same. Many managers are unaware of what they are doing every time they dismiss a new idea.

Innovation relies on communication and feedback. Innovators request feedback from the people in their environment; they want to engage and discuss their questions, as well as their solutions.

That feedback is best given with “I” statements, such as “I wish you would listen to me” instead of “You don’t listen to a word I say.”

Specifically, a simple tool to encourage open feedback is “I like/I wish/What if?” (IL/IW/WI). This format can be used in groups of up to fifty people. Within the group, any person can express a “like,” a “wish,” or a “What if?” succinctly as a headline and precursor to sharing.

For example, you might say, “I like how we structure our new workflow” or “I wish we would have met to discuss our plan before doing it” or “What if we have a monthly meeting for these topics?”

#### **YOUR CHALLENGE:**

- In your next meeting, no matter how bad or crazy you think an idea is, stick to the “I like/I wish/what if?” feedback and see what happens

#### **TEAM CHALLENGE:**

- Ask an employee or colleague to share an idea with you today
- Maybe it will be an idea that has been on their mind for some time and they have not dared to share it yet
- No matter how bad or crazy you think the idea is, stick to the “I like/I wish/what if?” feedback
- What happened? Do they share more ideas with you on a daily basis?
- Try to use “I like/I wish/what if?” as often as possible when giving feedback



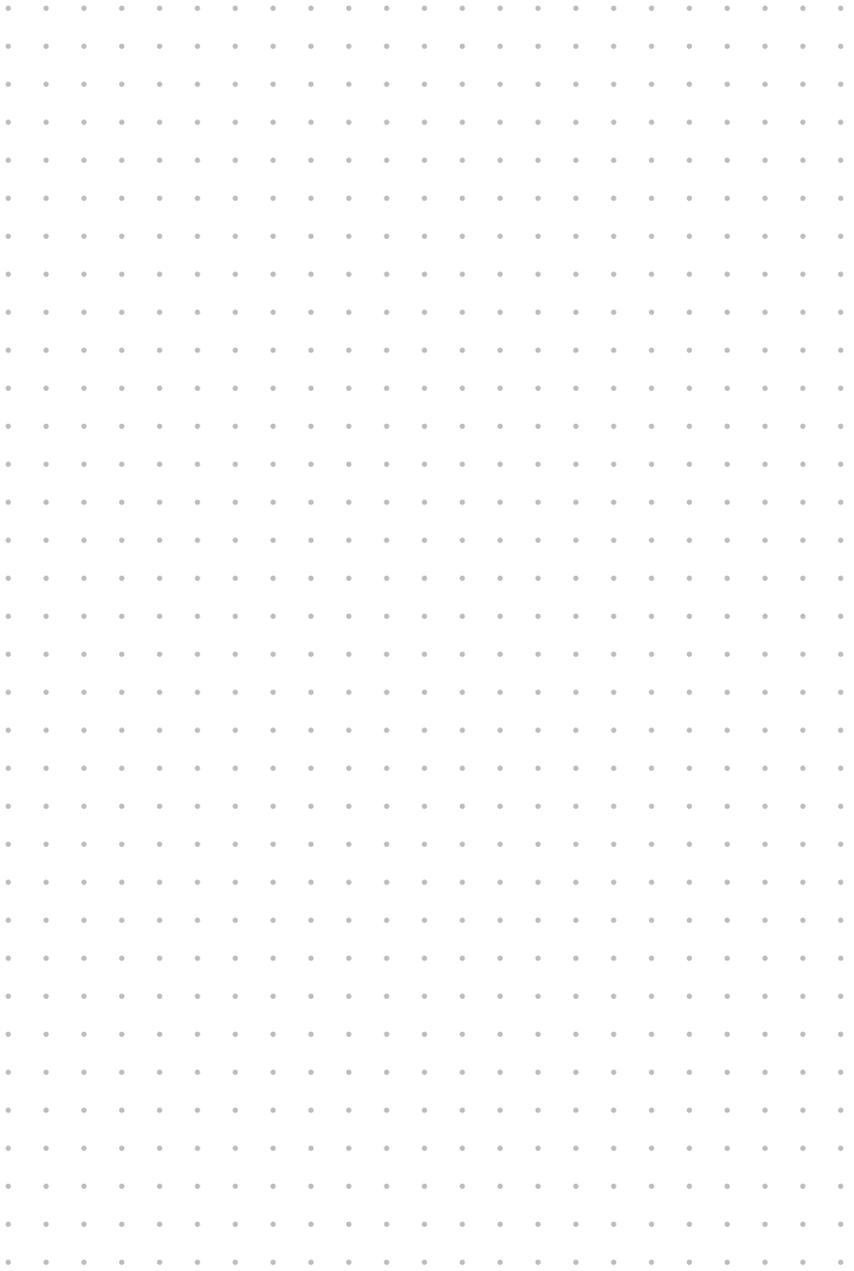


*"Innovation distinguishes between a leader and a follower." - Steve Jobs*









# SHARING IDEAS

I DIFFUSION

## “PYTHAGORAS DIDN'T INVENT THE SENTENCE” – Richard David Precht

Whose idea is it? Why does it matter?...It doesn't! I lived in a Hacker House in Palo Alto for a short time. I wanted to find out what the differences were between Silicon Valley and Europe. One of the main differences I discovered was that they all share their ideas openly and try to develop them constantly.

A rule of the Design Thinking method is to defer judgment. And that's what most people in the Valley do every single day. An idea is shared immediately, developed further, and if it doesn't work it is quickly discarded. Everyone knows that ideas are worth nothing without implementation, so they have no hesitation in sharing them.

Since then, I have stopped worrying about whether or not to share an idea. But even when sharing ideas, there are little helpers who can make the idea more attractive.

**Ideas need implementation.** When it comes to sharing an idea, especially with a person who tends to have very little time (boss, superstar, etc.), you must take the time to think through the idea beforehand.

**Answer three questions first:**

1. What problem does the idea solve?
2. For whom does it solve the problem?
3. Why will they value the idea?



Once you have determined the answers to these three questions, share your ideas far and wide. Keep developing your ideas and eventually you will find one that you want to carry forward. Then implement.

**YOUR CHALLENGE:**

- Share an idea with three people every day this week
- Collect the feedback you receive
- Don't discuss the ideas with the recipient; just say, "Thank you."

*What is the outcome? Did you develop your idea? Are you sharing more ideas?*

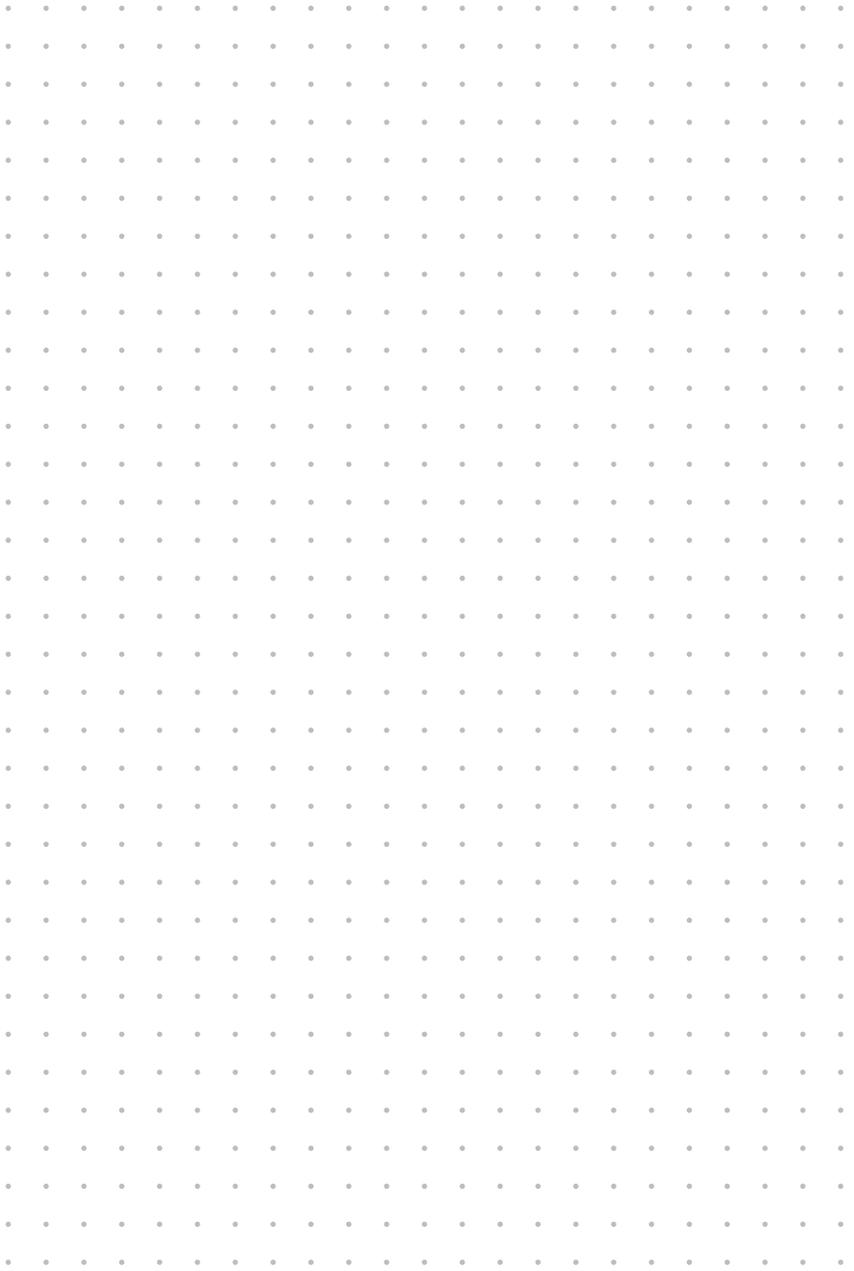
**TEAM CHALLENGE:**

- Create time for a team huddle every week
- Ask every colleague to share an idea, no matter how far fetched
- Encourage others to build on the idea

*What is the outcome? Did your team develop a new idea? Is your team sharing more ideas?*

Let's go viral. 







*"Coming together is a beginning; keeping together is progress; working together is success." - Henry Ford*





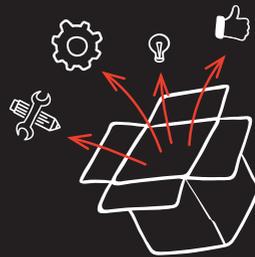




# TOOLBOX

**“DO NOT WAIT; THE TIME WILL NEVER BE ‘JUST RIGHT.’ START WHERE YOU STAND, AND WORK WITH WHATEVER TOOLS YOU MAY HAVE AT YOUR COMMAND, AND BETTER TOOLS WILL BE FOUND AS YOU GO ALONG.” – George Herbert**

On the following pages you will find some tools, readings, and learnings to help you along your journey to becoming an innovator.



# YOUR THREE BEST IDEAS

AS WE LEARNED IN THE CHAPTER ON REFLECTIVE THINKING, IT IS IMPORTANT TO UNDERSTAND WHAT WE LIKE AND WHAT WE DON'T.

Ask yourself – Why do we think and act as we do? How do we think and act as we do? A lot of potential has been collected in this small book and you created it! So take five minutes for this last challenge. Flip through your book and identify the following:

- **Which three ideas have the most potential to solve current problems?**
- **What would you like to work on from tomorrow onwards to make a difference?**

Do not leave your ideas in this book to get dusty and decay over time. Activate them and become a change-maker, challenge yourself to achieve a new level – be an innovator!

**USE THE TINYBOX DAY PLANNER TO KICKSTART YOUR FIRST IDEA!**

Sign up at [ww.tinybox.me](http://ww.tinybox.me) and get it for free, so you can start immediately!

No.	Problem	Solution	Beneficiary	First/Next Step
1.				
2.				
3.				

# INNOVATOR'S BUZZWORD BINGO

**IF IT GETS TOO VERBALLY COLORFUL IN THE NEXT MEETING OR CALL, GET YOUR BUZZWORD BINGO CARD OUT AND CROSS OUT THE WORDS THAT EVERYONE USES.**

When we use buzzwords, the danger is high that we talk past each other. Everyone defines these words differently and therefore understands them differently. Make sure you clarify buzzwords at the beginning of a meeting, and define them for everyone to have the same understanding, or better yet, don't even use them at all.

**USE THE TINYBOX MICRO LEARNING VIDEOS TO UNDERSTAND COMMON TERMS!**

View all of them now at: [www.tinybox.me](http://www.tinybox.me)

Add your favorite buzzwords here! →

Deep Dive	Out of the Box	Mindset	Digital 4.0	
Customer Journey	Disruptive	Machine Learning	Amazon	
Digital Leader	Cloud-Based	Next Big Thing	Data Driven	
New Work	Big Data	Steve Jobs	Watson	
Deep Learning	Quick Win	Silicon Valley	Chat Bots	

# RECOMMENDED BOOKS

**READING IS TO THE MIND WHAT EXERCISE IS TO THE BODY.” – Joseph Addison**

No matter which extraordinary innovator you ask, every one of them loves books: Bill Gates, Richard Branson, or Winston Churchill. They are eating books for breakfast, and because of that they are always one step ahead of their conversation partners. Many successful innovators, such as Karl Marx, not only read the books, but also made notes in the books, or created their own synopses of books.



1. **Thinking Fast & Slow** – Daniel Kahneman
2. **Zero to One: Notes on Startups, or How to Build the Future** – Peter Thiel
3. **Why We Work** – Barry Schwartz
4. **Life 3.0: Being Human in the Age of Artificial Intelligence** – Max Tegmark
5. **The ONE Thing** – Gary Keller
6. **The Situation is Hopeless, But Not Serious: The Pursuit of Unhappiness** – Paul Watzlawick
7. **The Black Swan** – Nassim Nicholas Taleb
8. **One Trillion Dollars** – Andreas Eschbach
9. **Homo Deus: A Brief History of Tomorrow** – Yuval Noah Harari
10. **Don't Be a Robot** – Christoph Burkhardt

*Find more recommendations at: [tinybox.me/team](https://tinybox.me/team)*

Many successful innovators, such as Karl Marx, not only read the books, but also made notes in the books, or created their own synopses of books.

After reading each book, create an excerpt that is one to three pages long with the key takeaways you derived from the book. This way you can summarize the best thoughts from the book, repeat them, internalize them, and quickly find them again. Try it out – it's worth it. **#ReadMore #LessFacebook**

# RECOMMENDED TALKS

**“I REMIND MYSELF EVERY MORNING: NOTHING I SAY THIS DAY WILL TEACH ME ANYTHING. SO IF I’M GOING TO LEARN, I MUST DO IT BY LISTENING.”** – Larry King

I’ve made it a habit not to eat alone. My day usually consists of a lot of research to prepare for workshops, new e-learning sessions, or executive briefings for our clients. To ensure social contact and connection is not neglected, I meet our customers, employees, or interesting people for lunch daily, at my favourite restaurant in Munich.

If I can’t make that happen, then I strive to have other company while I eat, such as the inspirational companions by my side via TED.com or Youtube.com.

I eat at my kitchen counter, and since most talks are about twenty minutes long I know how long my break will be, and I often leave it feeling inspired and ready to tackle the next task. This also works with my espresso after dinner. (I usually drink an espresso after dinner because I am obsessed with coffee!)



1. **The riddle of experience vs. memory**  
– Daniel Kahneman
2. **The paradox of choice** – Barry Schwartz
3. **The way we think about work is broken**  
– Barry Schwartz
4. **Are we in control of our decisions?** – Dan Ariely
5. **Why we think it's OK to cheat and steal (sometimes)** – Dan Ariely
6. **The art of innovation**  
– Guy Kawasaki, TEDxBerkeley
7. **Start with why – how great leaders inspire action** – Simon Sinek, TEDxPugetSound
8. **How to speak so that people want to listen**  
– Julian Treasure
9. **Tales of creativity and play** – Tim Brown
10. **Two Monkeys Were Paid Unequally**  
– Excerpt from Frans de Waal's TED Talk

*Find more recommendations at: [tinybox.me/team](https://tinybox.me/team)*

In the Renaissance you first had to get a hold of the important writings from the bright minds, then translate them into your language, and only then could you start reading them and often the core lessons were lost in translation. That process not only cost time, but also a lot of money.

Today you get many of these lessons for free, directly to your phone, with a tap on the screen. The wisdom of the wisest minds downloaded or streamed directly into your kitchen. Use this power. Start now! **#ForFree**

# RECOMMENDED NEWSLETTERS

**“IT’S IMPORTANT TO BE INFORMED BUT IT’S ALSO IMPORTANT TO BE INSPIRED.” – Daryn Kagan**

Yes, I can admit it: most newsletters are not news. They are often more like sales letters. In his book *The Organized Mind: Thinking Straight in the Age of Information Overload*, Daniel J. Levitin describes why we like to subscribe to newsletters, even though we do not want to read them at all.

He says that instead of simply unsubscribing from the unwanted newsletter, we prefer to delete them in the morning. The reason for this is that if we delete the unwanted newsletter from our inbox first thing in the morning, at breakfast, it feels like we’ve already accomplished something. Canceling the noise out of our mailbox briefly releases happiness hormones and we feel better for that moment. Although, of course, we have not really accomplished anything at all, right?

Since reading that, I have become very selective regarding my choice of newsletters. Above all, they should serve as an assistant, a tool that can support me and my work, by sending me new studies and findings in the field of artificial intelligence. It works very well.



The following are my top five newsletters if you are interested in this topic:

- [medium.com](https://medium.com)
- [techinasia.com](https://techinasia.com)
- [singularity.com](https://singularity.com)
- [wourldeconomicforum.com](https://wourldeconomicforum.com)
- [inside.com](https://inside.com)

If you are not interested in this topic, then find and select newsletters about what interests you. If you do this, you will not get any garbage that you do not want to read anyway.

Having said that, TinyBox Academy CEO Christoph Burkhardt writes in his book *Don't Be a Robot* about how sometimes news from a completely different perspective and outside of your interests can be good to improve your curiosity as well—as long as you actually read it!

So maybe sign up for the newsletter from a “dog lovers” magazine and get the latest dog news by email. Who knows what you might learn and where you might apply that learning? **#BeCurious**



# ABOUT

**"THE DIFFERENCE BETWEEN AN INNOVATOR AND A TECHNOLOGIST? THE INNOVATOR DOES NOT NEED TO INVEST IN THE TECHNOLOGY. THE INNOVATOR HAS TO TURN THE TECHNOLOGY INTO A TOOL. AND TOOLS HAVE TO SERVE SOME SORT OF FUNCTION FOR US TO USE THEM."** – Christoph Burkhardt

Learn more about Steven Mc Auley and how TinyBox can help you build the tools and knowledge you need to be a changemaker and transform your organisation for a successful future.



# TINYBOX ACADEMY

**TINYBOX PROVIDES CORPORATIONS WITH THE TOOLS AND SYSTEMS FOR TECHNOLOGY-DRIVEN USE CASES AND CULTURAL TRANSFORMATION, THAT FORM THE BASIS OF INNOVATION-DRIVEN GROWTH.**

In four simple steps we explain future technologies, ideation excellence, productivity hacks and corporate politics so you can go change the world.

## **STEP 1 - Understand: Define the Question**

Gain a deeper understanding of technology and the principles of transformation. We have created ideation tools and highly relevant micro-learning videos to help leaders understand the most important current technologies and trends.

## **STEP 2 - Question: Define the Need**

Deepen the ideation process, explore and apply these new technologies in a meaningful way. Where do they facilitate and expand skills? Do they satisfy a need? Is there a case? We help leaders to enhance commitment and accountability, and provide tools to enable transformation.

## **STEP 3 - Internalize: Build the Case**

Internalize and apply learnings to current business cases. What does it mean to build a case? Can it be actionable? Can it gain buy-in? We equip leaders with tools and techniques to convince others, inspire change, empower teams and to make their case by creating large scale buy-in from their stakeholders.

#### **STEP 4 - Empower: Lead transformation**

Launch an internal Ambassadors Program to ensure sustainable transformation is achieved. We provide virtual coaching to ensure leaders have consistent and reliable guidance to address ongoing challenges and instigate change.

We support individuals within organizations as they develop and execute on innovative ideas.

##### **WE PROVIDE:**

- Silicon Valley Executive Insight Tours
- Interactive Keynotes (Live & Virtual)
- Innovation Insight Days (Workshops)
- Executive Briefings

We use a Micro-Learning platform to share our insights, along with fast readings and cheat sheets, so you don't waste time while you build your strategy. Our goal is to share topics of high relevance and help individuals transform their organizations. Be a changemaker. Join the movement: [www.tinybox.me](http://www.tinybox.me)



**TINYBOX**

San Francisco  
Munich  
London

Your competition is already using innovation  
to fuel their future success, and  
so should you. Become an innovator - start today!  
- Steven Mc Auley (Dubai, 15.4.18)



# STEVEN MC AULEY

CO-FOUNDER & CHIEF STRATEGY OFFICER,  
TINYBOX

Armed with a degree in business psychology, Steven is currently conducting research on technology strategy, behavioral economics, human-robot interaction and the field of artificial intelligence. In collaboration with the United Arab Emirates University (UAEU) in Al-Ain, Abu Dhabi, he is investigating why companies fail at machine learning.

Steven expressed his desire to build his own business at a young age. After four years at an international financial group, he quit his corporate job to give his own ideas a try. He has since founded two profitable companies with the help of design thinking, and has presented his research at various institutions and corporations including Munich Re, Infineon, and SAP in Palo Alto, CA.

Through TinyBox, based in San Francisco, CA, he now provides corporations with the tools and systems for technology-driven use cases and cultural transformation, that form the basis of innovation-driven growth.

Visit him on: [linkedin.com/in/steven-mcauley](https://www.linkedin.com/in/steven-mcauley)

Innovation is never the result  
of a single person,  
it's always the result of the  
cooperation of many.

Big thanks to my team!  
This journal would  
not exist without them.



# THE INNOVATOR'S JOURNAL

A DAILY GUIDE TO BECOME AN INNOVATOR

Edition 2019-01-DE

© 2019 TinyBox Academy, San Francisco

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Layout and Cover: Frank Höger @www.ratdesign.de

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***The Innovator's Journal* will help you become an innovator. It will inspire you, it will create clarity, and it will motivate you.**

Steven Mc Auley is a German company founder and A.I. expert. He created *The Innovator's Journal* as his daily coach, to ask the right questions and inspire at the right moments. This journal is primarily a notebook that will help you organize your thoughts, think your ideas through, record them in one place, improve your focus, and gain more time for the things that really matter to you. There are sixteen challenges, collected from a variety of sources, that will help you challenge your mindset, develop new habits, and hone your innovation skills, to prepare you and your company for the future. Become an innovator – start today!

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