

Lassen Innovation

Dear Editors/Producers,

It's obvious to those who know what to look for that current economic maladies have been building for some time. As Warren Buffett put it, "When the tide goes out, you see who's been swimming naked." And lately, we've seen a lot of naked swimmers: Blockbuster, Circuit City, GM, and Chrysler, just to name a few.

In his new book, *The Innovation Playbook*, (Wiley, 2010) Nicholas J. Webb, inventor, master innovator and successful CEO of Lassen Innovation, Inc. walks readers through a step-by-step survival guide for making it in a shrinking economy. And whether you're big or small – the same formula applies.

During times of depression, the ability to innovate both products and services allowed a distinct few to flourish. GE started during the panic of 1873, Disney started during the recession of 1923-24, HP began during the Great Depression and Microsoft was founded during the recession of 1975. These stories, coupled with current research hold the keys to success.

Innovation Superstars such as Adobe, Sierra Nevada Brewery and Hewlett-Packard showcase the systemic innovative qualities necessary to shine in even the darkest economy.

Webb asks questions such as:

- What's different about these companies?
- What lessons are there to learn from them?
- How is today's economy different from your father's and how do you adjust?

Your audience wants to know how to grow and prosper in a shrinking economy. Interview take-aways include:

- How to find new product and service ideas to build sales fast
- Why "industrial Darwinism" is killing weak businesses
- How to invent like Edison and build a fortune in the process
- How organizational culture is killing America's position as a worldwide innovation leader
- The five secrets of Innovation Superstardom
- The 90-day business makeover

To schedule an interview with Mr. Webb or for additional information please contact Michelle Lynn, Public Relations at 530-244-6336 ext. 10 or michelle@nickwebb.com.

Warm Regards,
Nicholas J. Webb

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The Innovation Playbook

A Revolution in Business Excellence

New book explains why some companies fail in an economic downturn, while others flourish. How you can flourish too.

Blockbuster, Circuit City, GM, and Chrysler, these are all companies that have folded during the infamous Great Recession. Kellogg's, GE, Microsoft and Apple all got their start during the equally infamous Great Depression and subsequent recessions.

Why did some of these long-standing companies fold like so many decks of cards, while others made great strides in profitability? This remarkable collection of investigative reporting, real-world experience and case studies show both the patterns of destructive behavior found in businesses that failed, as well as the brilliant dedication to incredible products and services and creative management of resources and talent found in those who have soared.

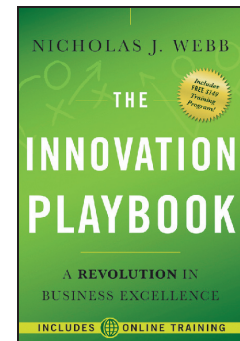
Nicholas J. Webb, author of *The Innovation Playbook*, presents in concise detail the proven strategies and tools success stories such as Sierra Nevada Brewery, RealOpen Innovation, Hewlett Packard and others – what Webb calls “Innovation Superstars” – use to drive their businesses to the top. These tools of analysis, resource management and innovation drivers can be utilized by any business, big or small, to create a culture of achievement and profitability.

The Innovation Playbook take aways:

- Creating true customer value with the “Net Customer Value Strata”
- Maximizing innovation by creating an optimal “Innovation Cycle”
- Gauging customer net value using Experimental Sliders
- Using The Webb Triangle to understand and deliver net customer value
- Utilizing Carpet Time to fully connect to customer wants and needs
- Embarking on Innovation Safaris to expand thought processes
- Creating a prescribed approach to innovation management
- Avoiding the psuedo value trap
- Avoiding process-driven innovation
- Avoiding the risk-centered process trap
- Learning why incrementalism isn't innovation
- Understanding why CRM methods don't work and what does
- How to properly Bail, Don't Fail



Nicholas J. Webb



Innovation is really about creating ways of delivering net customer value. In today's challenging and competitive economic times, net customer value rules the innovation universe.

-Nicholas Webb

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Nicholas Webb

Innovating the 21st Century

Nicholas J. Webb is a successful inventor, entrepreneur, management consultant in the field of innovation and innovation management and author of *The Innovation Playbook* (Wylie, 2010). He has served as the CEO of several successful technology firms including Myocure, Inc. a pioneer in refractive ophthalmic surgery.

Webb is the founder of NupakMedical, LLC, a medical product manufacturing firm. He has also served as a CEO with several other technology-related companies. He is a successful inventor, having been awarded more than 35 patents from the U.S. Patent and Trademark Office. His technologies range from one of the world's smallest medical implants to industrial and computer technologies.

Webb currently serves as the CEO of Lassen Innovation, Inc., which provides strategic innovation and management consulting services, and he has attained certification as a Certified Management Consultant. His client list represents some of the best companies and research organizations in the world. He is a frequent speaker and workshop leader at vertical industry conferences as well as innovation, licensing, and technology forums around the world.

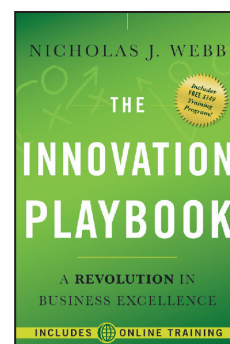
Webb combines his own personal experience of "having been there" with a proven strategy for increasing profits and market share through a combination of the use of leading-edge innovation methods and general business best practices. He lives in Northern California with his wife and four children.

While other authors just talk about innovation, Nicholas Webb has a proven track record of innovation mastery. His inventions include:

- One of the world's smallest medical implants, www.eaglevis.com
- Laser guided painting system, www.thelasercan.com
- A complete line of patented gourmet kitchen tools, www.coolfoodtools.com
- Control depth surgical scalpel
- Infant monitoring system, www.talonmedical.com
- Industrial protective headgear cooling systems
- And hundreds more



Nicholas J. Webb



Nicholas Webb in 'The Innovation Playbook' offers core elements that all of us can incorporate and learn from to help build success.

*-Chris Thoen,
Global
Business
Development,
The Proctor &
Gamble
Company*

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Interview Topics

Stalking big game

Innovation Safaris can deliver millions in new sales

Focus groups and posterboarding have their place in any corporation, but to really understand how customers and potential customers utilize your services or products, you need to hit the streets.

- Whether you sell farm equipment or electronics, learn why you need to 'wander around' to see products presented, sold and used in the marketplace.
- Find real, very personal, one-on-one observations on how customer use, don't use or perceive your products or your product experience.
- Discover the value in having all employees - from top to bottom - participate in Innovation Safaris.

Why CEOs need Carpet Time

It's good enough for kids; it's good enough for customers

Get out of your ivory tower and find out what it takes to create net customer value. Learn how to avoid serving interests that are too internal, too short term and too self serving.

- For years toymakers have sat with children on living room floors in real homes to watch them play with toys. Why everyone should do this.
- Find out how to get the information you need from Carpet Time session that take place in a controllable, unbiased setting.
- Learn the formal and not-so-formal ways to do carpet time, including focus groups, Innovation Safaris and Electronic Carpet Time.

What does it mean to be a Superstar?

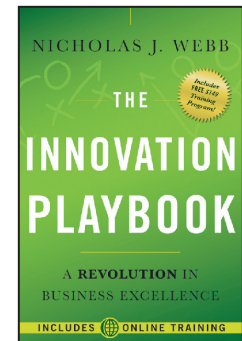
5 qualities of an Innovation Superstar

In researching *The Innovation Playbook*, Nicholas Webb targeted the qualities found in Innovation Superstars. Here are some of their unique characteristics found in innovators that stand out among the competition:

- Superstars are consistently better than the rest.
- You can count on Superstars to deliver.
- Superstars are role models; you want to be like them.
- Superstars are good in all aspects of the game, not just one part of it.
- Superstars have balanced and accessible personalities to go with their talent.



Nicholas J. Webb



Enterprise-wide innovation says you must invent at all levels of your organization, from customer service to supply chain to human resources, in addition to product innovation.

-Nicholas Webb

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More Interview Topics

Innovation Socialist vs. Innovation Capitalist

The Innovation Focus Model

When a company starts and kills ten innovations due to adversity to risk, but the internally focused organization still feels a sense of accomplishment - you've got an Innovation Socialist. Innovation Capitalism means innovation must start, grow and launch based on its own merits. In a capitalist society you must offer something better than the competition and better than before.

- Find out why fear drives so many companies to fail.
- Learn how an "interpreneurial" mentality or "portfolio approach" promotes Innovation Capitalism.
- Learn about the Outlier's Dilemma - when really good ideas and really bad ideas look extremely similar. How do you stay open to external safety zone innovations.

It's All or Nothing

Two things that guarantee successful innovation

Enterprise-wide innovation means you must invent at all levels in your organization - from customer service to human resources. Prescribed innovation means that innovation is based on a hard and sober analysis of what works and what doesn't work in your organization. You need both of these.

- How to change your habits - you have to recognize things must change.
- Why all innovation problems can't be fixed through your Research & Development department.
- How to create a unique and custom approach aimed at strengthening your weaknesses and build on your strengths.

'Innovation Playbook' Superstars

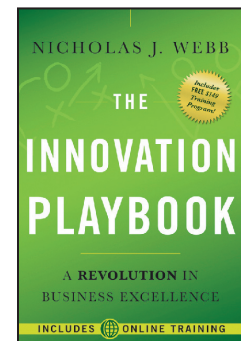
Learn from these industry leaders

Several Innovation Superstars were highlighted in *The Innovation Playbook* for their commitment to being the best.

- Snap-On Tools is a Superstar thanks to the company's passion, customer connectivity and consistent successful innovation.
- Sierra Nevada Brewery exudes passion for its product, plus the company's genuine focus on employee satisfaction and involvement is worth noting.
- Hewlett-Packard provides excellent examples of how to overcome obstacles to innovation found in many large corporations and the Nielsen Company shows strong, centralized leadership.



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The sharp analyst, looking for value in a company will focus on value delivered to its customers. When a company delivers value to its customers, the other numbers will fall in line.

-Nicholas Webb

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What The Experts Are Saying

What All of Us Need to Know

By Chris Thoen, Director, External Innovation & Knowledge Management,
Global Business Development, The Proctor & Gamble Company

Nicholas Webb, in *The Innovation Playbook*, offers core elements that all of us can incorporate and learn from to help build success. As our Chief Technology Officer Bruce Brown likes to say: "The answer to the challenges we face is always the same. The answer is innovation."

Insightful

By Bob Siminski

This book does a great job of distilling fact from fiction when it comes to innovation. Clearly Nicholas Webb understands that innovation needs to be about getting market-worthy products in the hands of consumer, not theoretical discussion and unnecessary analytics. Well done, enjoyable read.

True Innovation

By M.B. Orsatti

There is so much written about innovation today, finally someone got it right. This book nails it! Nicholas Webb cuts through the jargon and mumbo-jumbo and reveals what true innovation is all about. In this economy we've had about all of the talk we can afford to have ... we need action, and this book reads like how-to manual in creating new business and innovation. It's so refreshing to have the nuts and bolts to back up the theory, and *The Innovation Playbook* delivers.

The free online training that comes bundled with the book might seem like a nice "value add," but let me tell you, it is so well done and so dead on that you could toss the book and it would still be worth the price of admission.

I'm going to recommend this book to every business person I know. If every company in America followed the incredible advice given here, our economy would bounce back stronger than it's ever been!

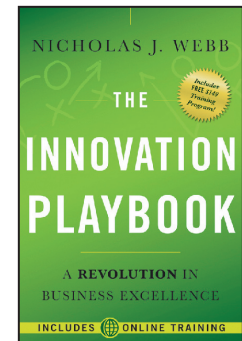
An entertaining and informative book!

By Kristen Schmidt

This book features some inspirational examples of companies that are "doing it right." It's informative, entertaining and useful to anyone trying to improve their company and customer service. As a freelance designer, I have to always be focused on the customer - Webb hits home with the "five rules of customer connectivity." I highly recommend it.



Nicholas J. Webb



Innovation isn't just the ability to solve problems; it's the ability to use a variety of tools to make certain you've done the right things to earn the money you need to run your business.

-Nicholas Webb

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More 'Playbook' Praise

Hits all the points you need to know or have forgotten

By Robert Mather

As the CEO of a multi-million dollar corporation that was a start-up, I have worn many hats over the last 15 years. I found *The Innovation Playbook* well worth the money and time to read. Webb covered many points I had never learned or in some cases, simply forgotten. In these challenging economic times, his "value strata" and "conduits of connectivity" pages hit home for me. I found it to be an easy read that was well thought out and written.

Ingenious and Refreshing Approach to Creating Customer Value

By Peggy Gardner

The OED definition of innovation -- "to change a thing into something new, to alter, to renew" -- lies at the heart of Nick Webb's message to the business community in *The Innovation Playbook*. Mr. Webb's ingenious and refreshing approach to creating "net customer value" sparkles with insights on why companies succeed and why they fail. *The Innovation Playbook*, a practical and playful guide to improving product and services, should be required reading throughout all companies that care about attracting and retaining customers -- a must-read from CEOs to front-line employees.

A must!

By J Eatmon

We are in an economical era where large companies no longer swallow smaller companies. We are, however, immersed in a business culture where fast companies eat slower companies. It is essential that innovation be a pillar for nimble and adaptable business. Mr. Webb brilliantly puts the building blocks of innovation at the finger tips of the open minded business owner. I highly recommend this as a must-read for any company needing to breathe new life into their direction and focus (unless of course you're my competitor - then please don't read this book ;)

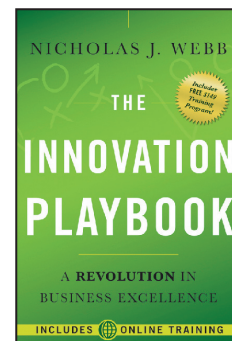
The Innovation Playbook Applies to Any Product or Service Marketed!

By Brad Jordan

In our current economy, it has become clearer to me that customers expect much more now than ever as their dollars do not go as far as they used to. I found that *The Innovation Playbook* cuts right to the chase and offers clear, solid, tried and true ideas which I know will enhance my reputation for outstanding customer service. I am excited to see the results. This book is one that I will refer to over and over again!



Nicholas J. Webb



'True innovation success ... in good times or bad, means that successful organizations must drive the environment. The good ones will pace the change, not just respond to it.'

-Nicholas Webb

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