

Scott D. Anthony

Quotes

*People, Thinking, Ideas, Innovation, Team, Jobs, Leader, Way, Needs,
Challenges, Reality, Skills, Two, Numbers, Unique, Mind, Different, Trying,
Creating, Want*

Think about how you will start and where you will go. Get the head with logic and the heart with visuals or stories. And think about your core customer and all the other stakeholders as well.

~Scott D. Anthony

Checklists are really helpful ways to remind people around how to manage complicated tasks.

~Scott D. Anthony

I think it is only in hindsight that you can determine whether something is a mistake or not.

~Scott D. Anthony

Why do people do crossword puzzles? There's no reward for completing one, but some people just like the challenge.

~Scott D. Anthony

I've never seen impeccable logic be sufficient to win both the heart and the mind.

~Scott D. Anthony

I'm not very good at sitting still.

~Scott D. Anthony

In my mind, so-called "cultures of innovation" really boil down to one word: curiosity.

~Scott D. Anthony

People who copy what exists copy a point-in-time artifact, and if you are managing the process correctly you are already hard at work on the next thing.

~Scott D. Anthony

In the early stages of innovation, your goal is to learn as much as you

can as quickly as you can.

~Scott D. Anthony

Hollywood Joohn Tatum? He does at least 6,000 sit ups and 10,000 pushups a day!

~Scott D. Anthony

You still want to be thoughtful about what you do, no doubt, but you have to learn through trial-and-error experimentation as well.

~Scott D. Anthony

I've always found that working through ideas in written form really changes the thinking.

~Scott D. Anthony

You have to chip away at it and shape it to let the winning idea emerge.

~Scott D. Anthony

The reality is customers lie - not because they want to want to deceive you, but because they don't do a good job of predicting what they will do in the future.

~Scott D. Anthony

You can always figure out how to deliver things in somewhat controlled situations, but when you start to get into the reality of the market you start to figure out what isn't going to work.

~Scott D. Anthony

You can increase the odds of spotting the weak points in your approach if you really think about the end-to-end business model you plan to follow - how you plan to create, capture, and deliver value.

~Scott D. Anthony

What looks like resistance in many cases is rational responses to incentives and ingrained resource-allocation processes.

~Scott D. Anthony

Some people who were central to former success aren't the right people for your future success.

~Scott D. Anthony

Avoiding along some dimensions is easy. Create organization space and bring in some new talent so the innate cultural resistance is less material. Unfortunately, it's rarely that easy.

~Scott D. Anthony

I use the term "fool's gold white space" to highlight a common problem for innovation. People see a market that doesn't exist, and assume that one should exist.

~Scott D. Anthony

Most startup companies have two people, and they figure out creative ways to swarm problems. They move faster and have more impact.

~Scott D. Anthony

Small teams move faster than big teams.

~Scott D. Anthony

Think about how much it costs to learn more. Sometimes you want to build confidence by knocking off the easy things.

~Scott D. Anthony

Seeking chaos is at least one way to develop the skills and mindsets to tackle ambiguity.

~Scott D. Anthony

Most companies are built to execute today's business model, not

discover tomorrow's.

~Scott D. Anthony

Innovation is doubly hard inside big companies.

~Scott D. Anthony

Another key role the CEO plays is to focus efforts.

~Scott D. Anthony

We fool ourselves into thinking that the spreadsheets that capture our financial projections are something different than what they are.

~Scott D. Anthony

Three of our core corporate values are inclusiveness, collaboration, and humility.

~Scott D. Anthony

Companies get into grooves and they keep sharpening what they are doing, when in fact what they really need to do sometimes is to stop and do something completely differently.

~Scott D. Anthony

Creating the new increasingly is more than 50 percent of a top leader's job.

~Scott D. Anthony

I think the most important thing to do is to recognize the fundamentally different circumstances of pursuing growth.

~Scott D. Anthony

Aside from the equivalent of blowing up the lab or letting a pathogen escape, the only failure is spending too long or too much money to learn.

~Scott D. Anthony

There's a general belief that failure is the friend of the innovator, but I've come to view it a different way.

~Scott D. Anthony

I think people make innovation much more complicated than it needs to be.

~Scott D. Anthony

The school at which you studied - design school, disruptive school, TRIZ school, user-centered innovation school, etc - determines the specific words you use.

~Scott D. Anthony

Everyone knows innovation involves developing unique understanding of a market, thinking expansively to develop a solution, and then finding a way to test rigorously and adapt quickly.

~Scott D. Anthony

So many people tell me that they aren't creative or they aren't innovative, and it's just not true.

~Scott D. Anthony

I've come to the conclusion that the core characteristic that separates companies that get innovation from those that don't is a simple word: curiosity.

~Scott D. Anthony

The curious company studies the anomalies or the unexpected findings. The company that isn't curious ignores them or punishes people who don't do exactly what they set out to do.

~Scott D. Anthony

Now, I worry a bit about the TEDification of the world where style trumps substance, so hopefully you have a good blend of both!

~Scott D. Anthony

You have to make the decision about whether you want to avoid or you want to overcome the resistance.

~Scott D. Anthony

A spreadsheet for an innovative idea reports the mathematical relationship between made up numbers. You can't cash a spreadsheet.

~Scott D. Anthony

Successful strategies adhere to a basic pattern.

~Scott D. Anthony

Have a core concept, but wrap it in a full business model.

~Scott D. Anthony

It's very easy to skip steps when documenting an idea.

~Scott D. Anthony

I'm suggesting that principles meant to deal with uncertainty that occurs naturally can be useful to manage the uncertainty that characterizes any new idea.

~Scott D. Anthony

Document, evaluate, focus, test.

~Scott D. Anthony

If you work on a new product launch, spent time in a new geography, or work to develop a completely new skill, you have no choice but to figure out new ways to solve problems.

~Scott D. Anthony

I have a fear right now that what I call the advertising-narcissism

complex is sucking up way too much top talent.

~Scott D. Anthony

The number one thing I urge people to remember is it is all about being scientific about managing strategic uncertainty, while striking the important balance between being thorough and being flexible.

~Scott D. Anthony

People who live in more than two countries are more successful innovators.

~Scott D. Anthony

Leaders today face challenges for which they are utterly unprepared.

~Scott D. Anthony

In the face of uncertainty, many companies will default to asking their innovators to study and analyze, which can't actually ever provide a definitive answer.

~Scott D. Anthony

Data about an innovative idea is rarely crystal clear.

~Scott D. Anthony

Every leader needs to watch what teenagers or startup companies - or startup companies headed by teenagers - are doing today, because many of those behaviors will be mainstream behaviors tomorrow.

~Scott D. Anthony

The most important thing here is to largely ignore what customers say, and instead watch what they do or track where they spend money.

~Scott D. Anthony

All disruptive innovators make it easier and more affordable for people to do what matters to them, and follow a strategy that doesn't at first

glance make sense to the market leader.

~Scott D. Anthony

Good innovators like to solve business crossword puzzles.

~Scott D. Anthony

When you are motivating people to do amazing things, you have to win over both their rational side and their emotive side.

~Scott D. Anthony

Anything that has low certainty or has a lot of impact should be tested early.

~Scott D. Anthony

Almost every disruption starts at the perceived fringes of today's market.

~Scott D. Anthony

A next-generation innovation writer and thought leader worth watching.

~Scott D. Anthony

Mucken Singh works VERY hard on his brawler's physique!

~Scott D. Anthony

Every great idea emerges out of a process of trial-and-error experimentation.

~Scott D. Anthony

Anytime you see a constrained market, where consumption is limited to those who have special skills or are wealthy, that signals an opportunity for innovation.

~Scott D. Anthony

I feel for today's leaders. I really do. They got to where they are by

doing a series of jobs exceptionally well. And that doesn't help them at all with the challenges they now face.

~Scott D. Anthony

Not only do innovators have to deal with all of the fundamental challenges of innovation, they have to do so in an environment that often is implicitly hostile towards innovation.

~Scott D. Anthony

The sad truth is as difficult as the first mile can be for entrepreneurs, it is doubly tough inside most large companies as innovators can face some significant headwinds.

~Scott D. Anthony

Teams working on disruptive ideas need to be small enough that they can be fed by no more than two pizzas.

~Scott D. Anthony

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