



# **A New Blueprint for Engaging People Through Collaborative Innovation (Innovation Architecture Book 2)**

*Doug Collins*

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Innovation Architecture Volume 2: A New Blueprint for Engaging People through Collaborative Innovation

How might we create a culture of innovation in our organization?

How might we engage people in that culture through the practice of collaborative innovation?

Innovation architect Doug Collins has explored these questions with Fortune 1000 companies for the past 20 years. Now with leading innovation management firm Spigit, Inc., Doug offers his latest insights on this critical topic in Innovation Architecture Volume 2: A New Blueprint for Engaging People through Collaborative Innovation.

Volume 2 explores new applications of the simple, visual approach to the practice that Doug first introduced in Volume 1. The blueprint enables people who sponsor, manage, and participate in collaborative innovation to pursue their practice effectively, increasing the level of community engagement and increasing the likelihood that the practice delivers compelling, transformative ideas.

People who engage in collaborative innovation will value the pragmatic way in which Doug approaches the subject. His long-term work with clients grounds his perspective. At the same time, Doug continuously draws the reader's attention to the transformative potential for leadership that the practice of collaborative innovation offers us all.

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