

# The Innovation Tools Memory Jogger™

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## Review by Martin Aitken, BA (Hons), PMP, PRINCE2. Senior Consultant at Project Plus

I am a big fan of Memory Joggers and this latest edition packs a wealth of information and tools. If you haven't come across Memory Joggers before, let me tell you a little about them. For a start they have a small footprint, this one is 14 x 10 cms and less than 2 centimetres thick. This means they make ideal travel companions taking up very little room. All 243 pages are in an easy to read format with great graphics.

**The Innovation Tools Memory Jogger™** is a practical, hands-on pocket-guide to aid your teams, whether they're tasked with developing new innovations from scratch or just improving existing processes, products or services. The book is sub-titled 'Generating Customer Buy-In and Solutions that Flourish' and therefore is focussed on both internal and external aspects of this.



I've found that the term "innovation" is not always well understood but the first few chapters explain what is meant by innovation and the innovation process itself. Another commonly misused term which seems to cause confusion (and groans!) is "paradigm", and the short chapter on this is really helpful.

There is a chapter on how technology fits in with innovation and the remaining chapters have detailed instructions and examples for 22 innovation tools, which can be used in any sequence or repetitively, as applicable to their situation. Each tool is coded by difficulty and by the innovation type it is best suited for improvement, reinvention, etc.

In summary, this is a worthy addition to the Memory Jogger™ range which is useful, highly informative and contains a rich set of innovation tools.

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