

# CHARLES LEADBEATER

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- Author, Leading authority on Innovation and Creativity



Charles Leadbeater is internationally renowned and sought after for his unrivaled expertise on innovation. Over the past decade he has published a string of bestselling books on innovation, from *Living on Thin Air* in 1999 to *We-Think: Mass innovation, not mass production* in 2008. In 1998 he wrote the British government's path-breaking *White Paper, Building the Knowledge Driven Economy*. His report *The Pro Am Revolution* was nominated by *The New York Times* as one of the best ideas of the decade. His latest book, *Frugal Innovation*, was published in 2014.

## Topics

- Branding
- Innovation
- Marketing

### Masterclass overview

It is widely believed that the world needs a different approach to innovation – Frugal Innovation – to achieve better outcomes for more people while using fewer resources. This workshop from Charles Leadbeater is designed to help organizations adopt Frugal Innovation as a mindset and a core value. In a highly interactive, problem-solving style, Charles will take you through the stages of Frugal Innovation to prepare you to apply its principles within your own organization.

### Value and expected outcomes

- Inspire new thinking and provide practical help for companies seeking to generate a more innovative culture
- Gain tools and techniques for a more efficient organization of the innovation process within the company as a whole or just your team
- Better understand the global context of innovation and disruption across industries
- Change of mindset and adoption of efficient innovation as a core value in the organization

### What is covered?

The workshop is organized into three main areas:

1. Rationale: Innovation needs to be refocused on better outcomes rather than more stuff. Three factors create this new context:

- The squeeze (slow growth in middle-class consumer incomes);
- The rush (the influx of aspirational immigrants to the developed world);
- The crunch (the mounting pressure on resources generated by urban growth)

2. Principles:

- Lean innovations minimize waste in all forms
- Frugal innovators simplify products
- Frugal innovators practice 're' activity: reuse, recycle, remake When communities share resources intelligently they get lower-cost solutions

### 3. Tools: the main methods of frugal innovators

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