

BIG LITTLE BREAKTHROUGHS

**How Small, Everyday Innovations
Drive Oversized Results**

JOSH LINKNER

JOSH LINKNER is an innovation expert. He founded, built, and then sold five tech firms for a combined exit value of more than \$200 million. He's the author of four books, including *Disciplined Dreaming* and *Hacking Innovation*. Josh Linkner is also an innovation keynote speaker, founding partner of venture capital firm Detroit Venture Partners, and Chairman, Platypus Labs. He has been EY Entrepreneur of the Year twice, and is a columnist for *Forbes*, *Detroit Free Press*, and *Inc.* Magazine. Josh Linkner is a graduate of the University of Florida, and Berklee College of Music.

The website for this book is at: www.biglittlebreakthroughs.com.

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MAIN IDEA

"Big Little Breakthroughs" are defined as small creative acts that unlock massive rewards over time. The reality is these Big Little Breakthroughs are the unsung heroes of the creative world because in the aggregate, lots and lots of Big Little Breakthroughs drive far more progress than lightbulb moment big ideas ever do.



The great thing about Big Little Breakthroughs is they can bubble up from anywhere. They aren't limited to labcoat-wearing geniuses, Silicon Valley tech wizards, or even the innovation gurus within your company or organization. Big Little Breakthroughs can be generated by everyday people doing their thing.



Become an everyday innovator. Look for small creative ideas and generate the little wins that can lead to massive breakthroughs in the future.

"The Big Little Breakthroughs framework provides a specific and practical approach to unlocking dormant creative capacity. Instead of wild, risky, and expensive moonshots, you'll learn how to unleash little, daily creative sparks that drive gigantic results over time. You'll see how cultivating high volumes of micro-innovations builds the much-needed skills that lead to colossal transformations and the creative confidence to take responsible risks."

– Josh Linkner

1. What exactly are Big Little Breakthroughs? Pages 2 - 3



For too long now, conventional wisdom has suggested creativity is something you're born with or you're not. That's incorrect. Everyone can be creative. Expanding your creative capacity by just 5 percent, and noticing the Big Little Breakthroughs that are staring you in the face can result in a massive boost to your overall performance. Creativity can be learned and enhanced.

2. The Eight Obsessions of everyday innovators. Pages 3 - 8



The toolkit for everyday 5 percent innovators is the Eight Obsessions framework. Simply put, everyday innovators come up with viable and valuable Big Little Breakthroughs by applying these eight core mindsets to their daily behaviors:

- 1 **FALL IN LOVE with the problem**
- 2 **Start solving it BEFORE YOU'RE READY**
- 3 **Open a TEST KITCHEN**
- 4 **BREAK IT in order to FIX IT**
- 5 **Be prepared to REACH FOR THE WEIRD**
- 6 **Be scrappy and USE EVERY LAST DROP**
- 7 **Add the DINNER MINT to your solution**
- 8 **FALL SEVEN TIMES, STAND EIGHT**