

BEST PRACTICE: DISRUPTIVE INNOVATION

With many practical examples
& an excursus on the Lean Startup Method
Compiled by Simone Janson



Best Practice: Disruptive Innovation

With many practical examples and an excursus to the Lean StartUp Method

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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specifically tailored to your needs, we want to ensure that you make the most of this reading experience.

Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because innovation and disruption are on everyone's lips and have long since affected not only product development and creative divisions in companies, but all areas including recruiting and employee management. Much has to change here, because the German economy in particular would do well to work on its ability to innovate and be agile and want to remain internationally competitive. That is just easier said than done; companies are simply facing significant changes here. This book shows ways, methods and ideas for this - with many practical examples and an excursus on the Lean StartUp method.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks

Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in

our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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learning experiences from our academy with individual exercises. And the interactive [travel planner](#) helps you plan individual moments of success.

One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

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Experience Success and Inspiration: Discover your Way and support Sustainability

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Business start-ups Disruption Adventure Innovation: Founders have to be crazy!

// By Simone Janson

Innovation is a risk. And an adventure. Always. But in Germany people like to try to minimize this risk from the start. That can't work, because founders have to be crazy!

Business founders have to spin!

If you want to be successful, you have to dare something crazy. Founders have to be crazy! But Germany is no place for innovative weirdos.

At least not if you want to get funding for your spinning mills. The example of Berlin shows how funding is provided in Germany: the capital is indeed the focal point of the creative scene like no other place in Germany and sees itself, as recently stated in the time, as a laboratory of a future, knowledge-based economy.

Berlin, the start-up capital?

At the same time, the city wants to establish itself as a business location with a focus on IT. At least 13 percent contributes to the economic performance of the city. In the time, however, the sociologist Ulrich Bröckling already criticized 2010 the capital very powerful:

"There's a lot of city marketing in the praise of the creative industry, especially in Berlin. It should give the capital a certain flair. "

Promotion or cheap rents?

Presumably, the city's world-wide greatest artistic density has hitherto been due to the favorable cost of living, rather than to government subsidy programs. Because at the moment it is more likely to be used by the expensive image campaigns (Sei Berlin!) Than by innovative funding projects for garage companies.

Although the responsible company for business promotion and location marketing, the BerlinPartner GmbH, offers numerous assistance from location consulting to the placement of skilled workers and there are also various financial support from the Investitionsbank Berlin (IBB). However, it does [you do not hide at BerlinPartner](#) that the main aim is to attract foreign investors to Berlin and to support Berlin companies in matters of foreign trade, in securing and expanding their locations.

For small garage de-tellers, who have just to go through the development phase, so rather unsuitable. When asked what minimum size a company would have to bring, BerlinPartner therefore responds only very evasively - depending on the individual case - and refers to the IBB's funding database. After all, bet

Where can founders still spin?

However, in Germany there is still the opportunity to be inspired by others and to exchange views. For example on the Internet, more specifically on the Web 2.0.

One of the best places to go: Twitter! Twitter is a water heater that absorbs and burns topics like a truck diesel. The short message service not only allows users to send messages in SMS length, but also displays which topics are currently up-to-date or which are the most forwarded tweets.

Twitter as a forum for crazy ideas

In addition, users can group thematically into their tweets with so-called hashtags. All this and many other tools provide an accurate overview of what the Twitter community is doing - and this is a trend. Even graphical surveys on the trends of the past months already exist.

It was only logical that the idea of entrepreneurship from Web was pushed into the so-called real world. In April 2009, the idea was born of the Twittwoch, whose goal is to get companies, employees and self-employed in social media learn and exchange with one another.

Please go to Twittwoch

Once a month, always on Wednesdays, like-minded people meet for lectures and discussions about business ideas relating to the Internet. The focus is therefore on sharing knowledge and experience - therefore all documents, such as presentations or videos, must in principle be made public.

Initiator Stefan Wolpers runs the Twittwoch as a registered association from Berlin, together with the online conception and programmer Thomas Pfeiffer, the whole is financed by sponsorship fees. An idea that finds more and more followers throughout the whole of the Federal Republic. In addition to Berlin and Munich, where Wolpers and Pfeiffer are active, there are also twitterndays in Stuttgart, Hanover, Frankfurt, Ruhr, Saxony, Cologne and - quite new addition - Düsseldorf.

Founder magazine boom

In addition, there are numerous blogs dealing with creative ideas, start-ups and innovation management - and also leave plenty of space for readers to exchange their comments.