



Think Wrong: How to Conquer the Status Quo and Do Work That Matters

By John Bielenberg, Mike Burn, Greg Galle, Elizabeth Evitts Dickinson

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The way we solve problems is broken. We are trapped by techniques and assumptions of a prior era.

Today challenges emerge at an ever-accelerating rate, and we struggle to find the imaginative answers we crave. When we do, biology and culture conspire to obstruct our progress.

Think Wrong: How to Conquer the Status Quo and Do Work That Matters teaches you how to use Future's radical problem-solving system to reliably produce surprising, ingenious, and seemingly magical answers to your most wicked questions. This book provides you with new language, frameworks, and tools to conquer the status quo and drive change.

Inside *Think Wrong*, designers and innovators John Bielenberg, Mike Burn, and Greg Galle show how pioneering teams of people have cultivated ways to challenge both their brains and the culture at large. These people learned to think wrong, and so can you.

An introduction offers the fundamental groundwork of *Think Wrong*. The subsequent chapters present six practices developed by the authors: Be Bold, Get Out, Let Go, Make Stuff, Bet Small, and Move Fast. Using firsthand case studies of success, and offering *Think Wrong* Drills that you may use, *Think Wrong* is a field guide for applying this highly effective problem-solving system to challenges big and small. In addition to the drills provided in the book, *Think Wrong* readers are provided access to free online resources.

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Editorial Review

Review

"Think Wrong rightly challenges enterprise leaders and individuals alike to prioritize the possibilities of 'why not?' thinking before the inertia of 'why?' sets in. Not only does Wrong provide pragmatic, easy-to-apply tools and techniques to spur--and scale--innovation anytime, anywhere, it also offers an ongoing community of practice committed to furthering the art and design of innovation." -- Cathy Benko Vice Chairman and Managing Principal, Deloitte Consulting LLP, and best-selling author of *The Corporate Lattice* and *Mass Career Customization*

"We need to challenge our companies and people to disrupt tired execution models and provoke them to imagine new initiatives--and this book is a must read for our teams. Think Wrong is about common sense and a human approach to problem solving. We can apply it to create entirely new solutions that will be surprising and effective in the best way." -- Katy Keim, CMO and General Manager at Lithium Reach + Response

The founders of Future take readers on a wonderful first hand journey of disruptive innovation. *Think Wrong* is as inviting as a cookbook by Jamie Oliver and as instructive as a business book by Clayton Christensen. The authors show us how to unlock human ingenuity to build and grow clever, practical, original, and viable solutions to our biggest challenges and most exciting opportunities. --Rita Gunther McGrath, Professor at Columbia Business School, best-selling author of *The End of Competitive Advantage*

Transforming an organization like the Department of Defense is difficult to say the least. We were looking for an approach that would take our stakeholders way outside of their comfort zones, challenge their assumptions, and break down all of the preconceptions that get in the way of creative problem solving. That's what *Think Wrong* allowed us to do. --Adam Jay Harrison, Director, MD5 National Security Technology Accelerator, Department of Defense

Bielenberg, Burn, and Galle show that we can all think wrong in this very engaging, readable, and practical book. With step-by-step guidance, and great stories from a broad range of settings, *Think Wrong* teaches us how to break through constraints and change the world. --Lenny Mendonca, Director Emeritus, McKinsey and Company

From the Author

For us, this work is personal. We have children who will inherit the crises that prior right-thinking generations created. If our kids' generation is to have any hope of resolving the unprecedented challenges facing mankind, we must help more people move off the well-worn paths that have gotten us to this place. No one of us can do this alone. If we really want to make a difference, we realized, then it's a matter of scale. Our mission at Future is to drive positive change, and, for us, the best way to do that is to empower as many people as possible to think wrong. We want to give you the necessary resources to bring crazy, mind-bending, world-changing solutions to life. We want to foster resilient, resourceful people capable of making a difference and blazing bold new paths.

About the Author

John Bielenberg, Mike Burn, and Greg Galle work together at the Silicon Valley innovation products and services company Future Partners. Along with the Future team they provide cultural outlaws, frustrated by

their attempts to jailbreak the status quo, with the language, frameworks, tools, and techniques they need to escape biological and cultural forces so they can drive positive change in their organizations, communities, countries, and the world. They build software, train and coach leaders and teams, run immersive workshops, and partner with creative firms around the world to help them do work that matters and makes a difference. **Elizabeth Evitts Dickinson** is an award-winning journalist and editor who writes about architecture, design, culture, and creativity.

Users Review

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Shawn Hunter:

The book *Think Wrong: How to Conquer the Status Quo and Do Work That Matters* will bring you to definitely the new experience of reading any book. The author style to spell out the idea is very unique. In case you try to find new book to learn, this book very suited to you. The book *Think Wrong: How to Conquer the Status Quo and Do Work That Matters* is much recommended to you to read. You can also get the e-book through the official web site, so you can easier to read the book.

Ruth Cook:

Your reading sixth sense will not betray anyone, why because this *Think Wrong: How to Conquer the Status Quo and Do Work That Matters* e-book written by well-known writer who knows well how to make book that may be understand by anyone who also read the book. Written within good manner for you, still dripping wet every ideas and producing skill only for eliminate your own personal hunger then you still question *Think Wrong: How to Conquer the Status Quo and Do Work That Matters* as good book not just by the cover but also through the content. This is one e-book that can break don't assess book by its cover, so do you still needing a different sixth sense to pick this particular!? Oh come on your studying sixth sense already said so why you have to listening to a different sixth sense.

Harrison Colon:

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