

Ideas are Free



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The fact is, because they're the ones doing the day-to-day work, front-line employees see a great many problems and opportunities that their managers don't. But most organisations do very poorly at tapping into this extraordinary potential source of revenue-enhancing and savings-generating ideas. Drawing on extensive research and experience in more than 300 organisations around the world, Alan Robinson and Dean Schroeder show precisely how to take advantage of the virtually free, perpetually renewable resource of employee ideas. True excellence and sustainable competitive advantage - in every area, from productivity, to responsiveness, keeping costs low, quality and service delivery - is only possible with the attention to detail that comes from getting and implementing large numbers of ideas from employees.

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