

Little Bets How Breakthrough Ideas Emerge From Small Discoveries

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Little Bets How Breakthrough Ideas

Behind every breakthrough idea is often a host of experiments that flopped -- and Sims shows how to leverage these "little bets" to produce lasting results. This is a powerful and practical book."--Daniel H. Pink, author of A Whole New Mind and Drive

Little Bets: How Breakthrough Ideas Emerge from Small ...

The "little bets" referenced by the book's title are low-risk actions taken to discover, develop, and test an idea that represent a potentially better way to do something. Numerous low-risk trials can allow appropriate mid-step adjustments and changes that can improve the prospects of success.

Little Bets: How Breakthrough Ideas Emerge from Small ...

The name of the book is "Little Bets: How Breakthrough Ideas Emerge from Small Discoveries." written by Peter Sims. Alan Kay, the respected technologist, once said "The best way to predict the future is to invent it." But how do we invent the future, especially if it's not a logical extension from the past?

Little Bets: How breakthrough ideas emerge from small ...

Little Bets: How Breakthrough Ideas Emerge from Small Discoveries ... Through these "little bets", we can try imperfect ideas, and practice highly immersed observation, to turn our own "little ...

Little Bets: How Breakthrough Ideas Emerge from Small Discoveries

In today’s globalised economy where people make career switches often, little bets can also “become a way to see what’s around the next corner,” Sims explains.

[Book Review] Little Bets: How Breakthrough Ideas Emerge ...

By Rose O. Sherman, EDD, RN, FAAN There is an interesting book by Peter Sims that examines how small bets can lead to very innovative, breakthrough ideas. At the core of this experimental approach, little bets are described as concrete actions taken to discover, test, and develop ideas that are achievable and affordable.

Using Little Bets to Uncover Breakthrough Ideas

Little bets start out small, then develop and are refined over time into potentially life-changing actions. Particularly valuable in times of uncertainty, small actions are cheap, low-risk and quickly put into practice, and are therefore massively helpful when undertaking any project.

Little Bets by Peter Sims

In a nutshell, Sims' book refreshes a simple idea of how productive and valuable it can be to work in small steps. He calls these steps "little bets" to illustrate risk management opportunities coming with gradual development rather than big bets of putting every resource behind unproven ideas.

Little Bets: How breakthrough ideas emerge from small ...

Peter Sims is the author of "Little Bets: How Breakthrough Ideas Emerge from Small Discoveries," selected as one of the six best advice books for entrepreneurs by the Wall Street Journal and as one of the best business books of the year by The Washington Post, Inc. Magazine, and AmEx OPEN.

Little Bets: The Book | Peter Sims | Entrepreneur, author ...

Peter Sims is a best-selling author and the founder & CEO of BLK SHP, Inc. a place and platform for making small bets, forging co-conspiracies, and building "moonshots." He is also the author of Little Bets: How Breakthrough Ideas Emerge from Small Discoveries.

Peter Sims: a black sheep

A: Hewlett Packard cofounder Bill Hewlett, an ardent proponent of small bets, estimated that HP would have to make about 100 small bets to get to six breakthrough ideas. Writers for the humor publication the Onion, meanwhile, estimate that to discover eighteen headlines each week requires trying about 600 possibilities, a 3 percent success rate.

The Art Of The Little Bet

Little Bets: How Breakthrough Ideas Emerge from Small Discoveries is a book written by Peter Sims, published by Free Press in January 2011.. The book promotes the idea of small-scale experimentation (or "little bets") as a key part of the creative process.

Little Bets - Wikipedia

Taking Little Bets: How Breakthrough Ideas Emerge A little bet is a small, achievable, affordable action taken to discover and develop new ideas. Little bets are what Peter Sims defined as the very factor which separates breakthrough innovators and outstanding achievers from the rest of us.

ZURB - Taking Little Bets: How Breakthrough Ideas Emerge

Rather than believing they have to start with a big idea or plan a whole project out in advance, trying to foresee the final outcome, they make a series of little bets about what might be a good...

Peter Sims: "Little Bets" | Talks at Google

Seeking out a small group of these active users of ideas with little bets is a proven way to discover unique insights and desires. Improvise, test, iterate, and repeat.

Little Bets Can Make a Big Difference For Your Brand

Little bets are at the center of an approach to get to the right idea described in the book that any of us can learn without getting stymied by perfectionism, risk-aversion, or excessive planning.

Amazon.com: Little Bets: How Breakthrough Ideas Emerge ...

Part Spark, part Making Ideas Happen, part something else entirely, Little Bets is one of the most compelling journeys into the roots of creativity to come by in a long time. Amazon has a fantastic, revealing Q&A with Sims that will give you a taste of this gourmet meal from the kitchen of true innovation.

Little Bets: A New Theory of Creativity ... - Brain Pickings

Little bets are concrete actions taken to discover, test, and develop ideas that are achievable and affordable. They begin as creative possibilities that get iterated and refined over time, and they are particularly valuable when trying to navigate amid uncertainty, create something new, or solve open-ended problems. Of course, we all want to make big bets. That's a Silicon Valley mantra. Be bold. Go big.