

BOOK Little Bets: How Breakthrough Ideas Emerge from Small Discoveries PDF



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by *By Peter Sims*

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What do Apple CEO Steve Jobs, comedian Chris Rock, prize-winning architect Frank Gehry, the story developers at Pixar films, and the Army Chief of Strategic Plans all have in common? Best-selling author Peter Sims found that all of them have achieved breakthrough results by methodically taking small, experimental steps in order to discover and develop new ideas. 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 direction, learning from lots of little failures and from small but highly significant wins that allow them to happen upon unexpected avenues and arrive at extraordinary outcomes. Based on deep and extensive research, including more than 200 interviews with leading innovators, Sims discovered that productive, creative thinkers and doers---from Ludwig van Beethoven to Thomas Edison and Amazon's Jeff Bezos---practice a key set of simple but ingenious experimental methods, such as failing quickly to learn fast, tapping into the genius of play, and engaging in highly immersed observation, that free their minds, opening them up to making unexpected connections and perceiving invaluable insights. These methods also unshackle them from the constraints of overly analytical thinking and linear problem solving that our education places so much emphasis on, as well as from the fear of failure, all of which thwart so many of us in trying to be more innovative.

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