



Communicating The New: Methods to Shape and Accelerate Innovation

Kim Erwin

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"Communicating radical innovation is very different from discussing marginal change. Erwin's book provides a serious analysis of why, in this era of VUCA—Volatility, Uncertainty, Complexity and Ambiguity—we need to change our individual and organizational modes of communication. Erwin then provides a series of concrete, practical communication methodologies that we so need. *Communicating the New* is a book that needs to be offered in all of our best business-school classes."

—Bruce Nussbaum, author of *Creative Intelligence*, former assistant managing editor for *BusinessWeek*, and Professor of Innovation & Design at Parsons The New School of Design

"One of the main problems with executing innovation in organizations is also one of the least obvious. *Communicating The New* reminds us about an often neglected but crucial part in the innovation process. Applying the principles contained in this book will increase your chances for innovation success, both inside your company—overcoming organizational barriers, as well as outside—convincing your customers. This is an essential read for those who not only preach for improving the current state of things, but more important to those responsible for executing it."

—Luis Arnal, Managing Partner, INSITUM

"I was hooked instantly. The names of people that I should give this book to keep building with each new chapter. *Communicating the New* is thorough as well as thoughtful in providing an impressive compendium of models, framework, methods, and tools for navigating the 21st-century challenges of creating The New. Finally, a useful resource to navigate the complexity of creating The New."

—Clement Mok, Designer, Entrepreneur, and Instigator

"Anyone who has experienced the challenge of co-creating The New and engaging enterprise audiences will find useful ways to produce insight, influence, and impact."

—Paul Siebert, Director of Research + Strategy, Steelcase

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