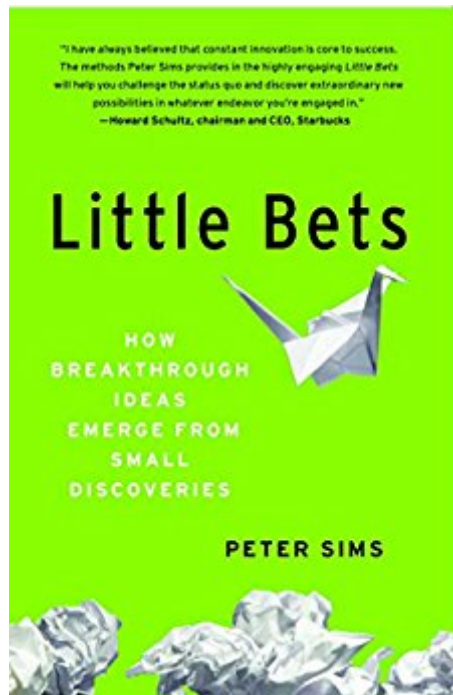


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# Little Bets: How Breakthrough Ideas Emerge From Small Discoveries



## Synopsis

“An enthusiastic, example-rich argument for innovating in a particular way” by deliberately experimenting and taking small exploratory steps in novel directions. Light, bright, and packed with tidy anecdotes • (The Wall Street Journal). What do Apple CEO Steve Jobs, comedian Chris Rock, prize-winning architect Frank Gehry, and the story developers at Pixar films all have in common? Bestselling author Peter Sims found that rather than start with a big idea or plan a whole project in advance, they make a methodical series of little bets, learning critical information from lots of little failures and from small but significant wins. Reporting on a fascinating range of research, from the psychology of creative blocks to the influential field of design thinking, Sims offers engaging and illuminating accounts of breakthrough innovators at work, and a whole new way of thinking about how to navigate uncertain situations and unleash our untapped creative powers.

## Book Information

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## Customer Reviews

Having read and reviewed True North, a book Peter Sims co-authored with Bill George, I was curious to know what he has to say about "how breakthrough ideas emerge from small discoveries."

I was pleased but hardly surprised that Sims has a great deal of value to share, much of it (as he duly acknowledges) gained from conversations with or rigorous study of various thought leaders and they include a few surprises. Chris Rock, for example. His routines are the result of an exhausting process of continuous (mostly failed) experiments, constant modification, and subtle refinement. Other experimental innovators and thought leaders include 's Jeff Bezos, Larry Page and Sergey Brin (co-founders of Google), Saras Sarasvathy, Pixar's Ed Catmull and John Lasseter, Chet Pipkin, Frank Gehry, Bing Gordon, U.S. Army Brigadier General H.R. McMaster, Mihaly Csikszentmihalyi, Steve Jobs, Jeffrey Dyer and Hal Gregersen, Richard Wiseman, and Eric von Hippel. As Sims explains, his book's proposition is based on an experimental approach that involves a lot of little bets and certain creative methods to identify possibilities and build up to great outcomes eventually, after frequent failures. (Actually, experimental innovation has no failures; rather, there are initiatives that have not as yet succeeded, each of which is a precious learning opportunity.) "At the core of this experimental approach, 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 attend to open-ended problems.

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