

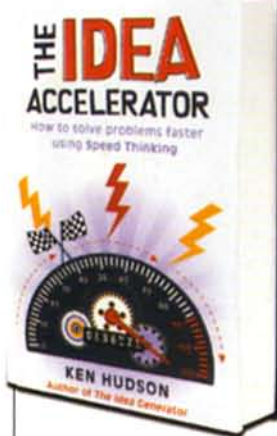
FOR YOU

PLEASE

A selection of titles worthy of you

The Idea Accelerator

BY KEN HUDSON ALLEN & UNWIN, \$19.95



With a subtitle of “How to solve problems faster using Speed Thinking”, there could hardly be a clearer exposition of the thrust and content of any business advisory book. This is classic “how to ...”, literally – dozens of simple and clear-cut exercises that promote the concept that thinking and making decisions quickly can not only cut through the clutter, but actually make for good and often superior decision making.

The book follows the same format as the author’s

earlier *The Idea Generator*, with the premise here being that we need to make the most of our scarcest resource, time. Not working harder – most of us do that to the point of exhaustion already – but clearly working better, and according to Hudson that means learning how to think quickly, grab the results, evaluate them and then apply them, all within the shortest time.

Gut feelings feature prominently, as do emotional responses, picking nine options and setting exercises that need to be completed in two minutes (although he also premises the idea of a speed-thinking day, where every decision is a quick one).

This is not the place for prevaricators. Nor is it for the faint hearted – one of the more interesting exercises (to this reviewer) is the suggestion of picking the scariest ideas. Pick the ideas that make you feel most uncomfortable and find out why they are this way, can we reduce the risk and can we find a way to assess them, all in 120 seconds. This is the crux of innovation – going out on a limb and, in many instances, going with what is apparently counterintuitive and unproven (and unprovable?).

For more on the idea of speed thinking, see Hudson’s article this issue. For enough simple but challenging exercises to fill a week (or two minutes) of workshops, get the book. – TM