Deep Change: How Operational Innovation Can Transform your Company

Michael Hammer explains operational innovation and the effects it can have on business. The main areas of change executives address are exciting and benefit companies in the short run while both the company and their executives get noticed. On the other end of the spectrum exists operational innovation which is considered an under the radar innovation causing many companies to not even consider it. Observing companies like Progressive, Walmart and Toyota this article explains how a company could implement operational innovation, in the end proving to be much more valuable then the loud and exciting short term changes several companies indulge in today.

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