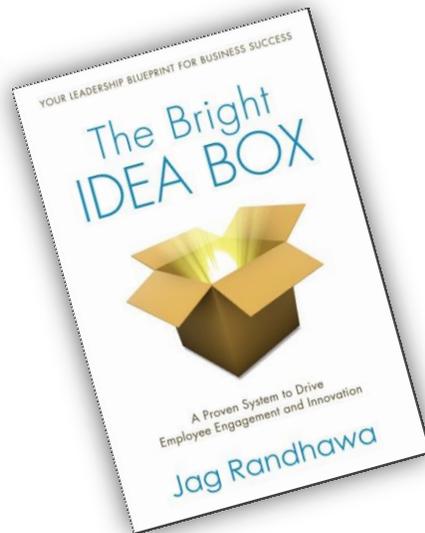


“The Bright Idea Box is part inspiration, part workbook, part resource, and a book everyone can learn from.” – Daniel Pink.

THE BRIGHT IDEA BOX

*A Proven System to Drive
Employee Engagement and Innovation*



SUMMARY

What do Toyota and Google have in common? An all-inclusive “culture of innovation,” in which every employee is responsible for coming up with ideas to make the company more successful.

Do you want your employees to be responsible for innovation as well? Do you believe that is possible? It absolutely is possible, and in *The Bright Idea Box*, technology executive and corporate consultant, Jag Randhawa, will show you how.

The Bright Idea Box introduces a six-step formula for creating a bottom-up innovation program. By reading this book, you will discover how introducing the Bright Idea Box program to your employees will:

- encourage employees to generate ideas that add value to the company and customers
- tap into employees’ inner desires to do meaningful work, be part of something bigger, and be appreciated for their efforts
- increase employee engagement, productivity, efficiencies, and customer satisfaction
- create a stunning and lasting impact on your business performance

ABOUT THE AUTHOR

Jag Randhawa is a Technology Executive, Professional Speaker, Executive Coach, and Corporate Consultant. Jag has more than twenty years of technology industry experience with a strong track record of building high performance teams and award-winning products. He is the mastermind behind the MASTER innovation program and the founder of Idea Employee Labs, a technology and management consulting company. Born in India, Jag now lives in the San Francisco Bay area with his wife, a neuroscientist, and two daughters.

PRAISE

“Great ideas don’t just happen. Good leaders create a purposeful environment where brilliant ideas are generated, captured, and implemented. *The Bright Idea Box* is part inspiration, part workbook, part resource, and a book everyone can learn from.”

— **Daniel H. Pink, Author of *TO SELL IS HUMAN* and *DRIVE***

“This powerful, practical book shows you how to motivate, inspire, and get the very best out of each person in your company.”

— **Brian Tracy, Author of *Full Engagement***

“More and more organizational leaders are realizing that the most efficient and effective way to stimulate growth is to engage the existing workforce and cultivate innovation from within. Jag Randhawa’s *The Bright Idea Box* teaches you how to create practical, viable programs that will transform the company and the bottom line!”

— **Marshall Goldsmith, America’s Preeminent Executive Coach (*Fast Company* magazine)**

“It is almost a no-brainer to read this book to MASTER six steps for creating a bottom-up innovation program that not only retains your best employees but engages them to provide meaningful contributions to business growth. Not-put-downable from cover-to-cover, forcing you to reach for your yellow highlighter at every page.”

— **Anurag Agrawal, CEO, Techaisle**

“Jag Randhawa’s book is the rare gem that not only outlines a new concept but also manages to make the process tangible and easy to adopt. Jag makes a compelling case for his Six-Step Master Innovation Program. He has test-driven his process and speaks from experience. He backs up the reasoning for each step with case studies and research and concludes each chapter with a very helpful guide to get started. An essential guide to Innovation Management. Highly recommended.”

— **Frauke Schorr, Ph.D., Founder and Principal at Centered Leadership Institute**

PRESS RELEASE

Silicon Valley Exec Reveals How to Transform Employees into Innovators in New Book

SAN FRANCISCO, January 14, 2014—Silicon Valley executive Jag Randhawa's newly published book [*The Bright Idea Box*](#) offers a step-by-step guide that teaches readers how to create a bottom-up innovation program, in which employees generate ideas to improve business processes, increase customer satisfaction, reduce operational costs, and raise the top line.

The book's thesis is simple, yet powerful: All employees have an innate desire to contribute to something bigger than themselves, beyond their everyday job activities. *The Bright Idea Box* reveals how to tap into that desire by creating a platform that encourages employees to generate new ideas to benefit the business.

Some of the world's most innovative and successful companies, including Apple, Google, 3M, Toyota, P&G, actively engage their employees to come up with new ideas to help grow the business. "Employees know the company products, processes, and the customers," said Randhawa. "They also have ideas for improving them, but they rarely have the means and a safe environment to voice them."

The Bright Idea Box introduces a six-step MASTER innovation program for employees to submit, develop, and implement ideas. MASTER is an acronym for the six-steps. Randhawa walks the reader through each of the steps, including **Mobilize** (Creating the program's mission and objectives) and **Triage** (Creating a committee responsible for screening and prioritizing ideas).

Endorsements for *The Bright Idea Box*

Fellow business authors and experts are praising Randhawa's book and program. Daniel H. Pink, author of *TO SELL IS HUMAN* and *DRIVE* says, "*The Bright Idea Box* is part inspiration, part workbook, part resource, and a book everyone can learn from."

Brian Tracy, author of *Full Engagement* states, "This powerful, practical book shows you how to motivate, inspire, and get the very best out of each person in your company."

Marshall Goldsmith, named America's Preeminent Executive Coach by *Fast Company* magazine, proclaims, "*The Bright Idea Box* teaches you how to create practical, viable programs that will transform the company and the bottom line!"

Media Only Contact: Jag Randhawa, Jag@ideaEmployee.com, 650.305.9110

About the Author

Jag Randhawa is a technology executive, professional speaker, executive coach, and corporate consultant. He has more than twenty years of technology industry experience with a strong track record of building high performance teams and award-winning products. Born in India, Randhawa lives in the San Francisco Bay area with his wife, a neuroscientist, and two daughters.

The Bright Idea Box: A Proven System to Drive Employee Engagement and Innovation (ISBN 978-1-938686-81-8 (h); ISBN: 978-1-940984-06-3 (p); Aviva Publishing, January 13, 2014) is available through local and online bookstores and as an e-book. A complete press kit is available at www.TheBrightIdeaBox.com. Review copies available upon request.

TALKING POINTS

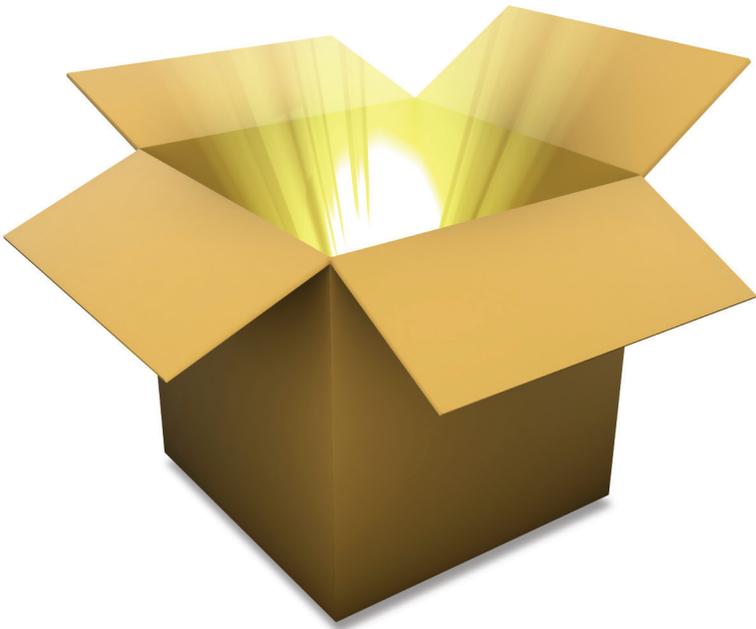
1. What prompted you to write this book?
2. How is this book different from other books on innovation?
3. What surprised you the most when you started your own innovation quest?
4. Why do you recommend involving employees in the idea development process?
5. Do you believe employee engagement is an issue that needs addressing?
6. How is employee engagement connected to innovation?
7. How does this book address the employee engagement issues?
8. You talk about the six-step program in your book. Can you give us more details about this program?
9. How difficult is it to implement this program and what do you need to get started?
10. What can companies expect after implementing this program?
11. Are there specific industries or type of companies that benefit more from having this program?





YOUR LEADERSHIP BLUEPRINT FOR BUSINESS SUCCESS

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