Contents

Preface ix
Acknowledgments xiii
About the Author xv
Introduction xix

Chapter 1 Innovating and Outperforming the Competition 1
Chapter 2 FedEx’s Innovation Journey 19
Chapter 3 Why Organizations Do Not Innovate 41
Chapter 4 The Five Dimensions of an Innovation and Performance Culture 61
Chapter 5 Engage Employees in the Enterprise 83
Chapter 6 Expect and Help Employees to Continually Grow 101
Chapter 7 Create a Secure Environment for Expression and Acceptance of Creative Ideas 127
Chapter 8 Encourage Collaborative Development of Creative Ideas 155
### Contents

**Chapter 9**  Tap Employees’ Commitment  173  
*Conclusion: Continuing to Lead the Way*  193  
*Bibliography*  199  
*Index*  203