



# The Bright Idea Box: A Proven System to Drive Employee Engagement and Innovation

*Jag Randhawa*

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**The Bright Idea Box: A Proven System to Drive Employee Engagement and Innovation** Jag Randhawa  
**Winner of AXIOM Business Books Award and Pinnacle Book Achievement Award**

Have you ever wondered what makes a company innovative? How Apple creates such beautiful products? How Pixar produces successful movies one after another? How Google comes up with idea after idea? How Toyota became the icon of quality?

The answer is surprisingly simple--employee ideas. These companies ask employees for ideas that will improve their products at every step of the way. They don't build products on an idea, but rather on a collection of thousands of ideas.

By studying some of the most innovative companies like 3M, Amazon, Apple, Google, P&G, and Zappos, Jag Randhawa has developed a six-step bottom-up innovation program to enlist all employees in an idea hunt to develop innovative products.

***The Bright Idea Box* introduces a six-step MASTER innovation program for employees to submit, develop, and implement ideas.** MASTER is an acronym for Mobilize, Amass, Support, Triage, Execute, and Recognize. By reading this book, you will discover how implementing this program 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

**"*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***

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

*The Bright Idea Box* is an easy read and full of ideas that you can quickly implement. The author describes what is innovation, where ideas come from, why you need an innovation management program, and how to mobilize the entire workforce to generate ideas at all levels. Asking employees for ideas has a momentous effect in their level of engagement at work. Engaged employees are more productive, collaborate more, make fewer mistakes, and provide higher quality service to customers.

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