



## **21 DAYS TO A BIG IDEA: Creating Breakthrough Business Concepts**

From Bryan Mattimore, innovation guru to Fortune 500 companies, comes a book for aspiring entrepreneurs, corporate “intrapreneurs” and anyone else looking to break the mold.

In the past twenty-five years, Bryan Mattimore has helped Fortune 500 companies create over \$3 billion in new innovations using his unique, creative thinking exercises. In **21 DAYS TO A BIG IDEA: CREATING BREAKTHROUGH BUSINESS CONCEPTS**, Mattimore takes readers through a disciplined, creative process to create original and practical new business concepts.

**By investing less than an hour a day for twenty-one days, you will:**

- 1) Learn a new toolkit of creative thinking strategies and problem solving techniques that can be used for solving a wide variety of both personal and professional challenges, and
- 2) Generate more than a dozen new concepts from which to choose the highest potential/winning idea for a new start-up.

### **KEY POINTS**

- Bryan Mattimore is one of America's top experts in applied creativity, ideation facilitation and innovation management
- Mattimore has served as an ideation consultant for major Fortune 500 companies, included Kraft, Unilever, AT&T, Merck, and Pepsi
- Key targets for the book include start-up entrepreneurs, innovation and ideation teams, recent college graduates, and corporate innovators
- Mattimore has appeared in national radio and podcast interviews, and has served as a contributor to Fast Company, among others

## PRAISE FOR “21 DAYS TO A BIG IDEA”



**"Greatness starts with an idea, but the chasm between ideas and truly great ideas is vast. This terrific, approachable book provides a simple and straightforward method for bending and torturing almost any idea until it succumbs to greatness."**

— *Bob Dorf, co-author, "The Startup Owner's Manual," a global bestseller*

## PRAISE FOR BRYAN MATTIMORE AND “IDEA STORMERS”



**“In a world of hyper-competition and nonstop reinvention, the only sustainable form of business leadership is thought leadership—generating more good ideas faster than anybody else [...] [B]uy this book, apply its uncommon wisdom, and out-think the competition.”**

—William C. Taylor, cofounder, Fast Company



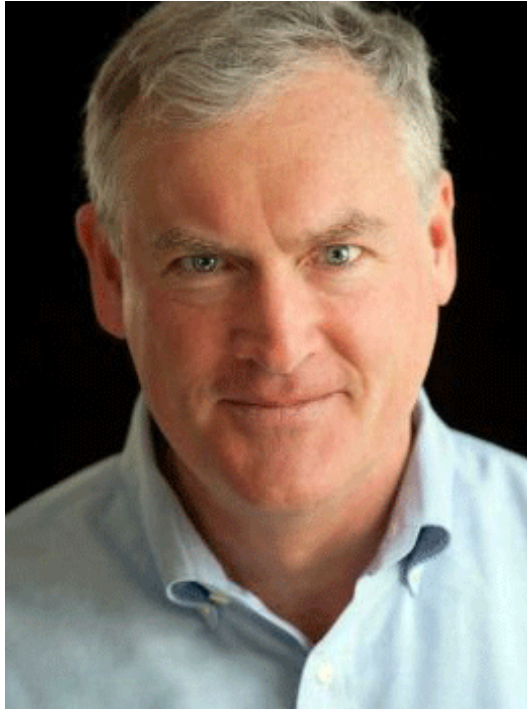
**“Bryan is one of the best facilitators and corporate creativity consultants in the world. He is among my heroes who inspire, teach, and guide others in the corporate world on how to create original and implementable ideas...”**

—Michael Michalko, author, *Thinkertoys*, *Cracking Creativity*, *ThinkPak* and *Creative Thinkering*



**“Bryan Mattimore has helped me create breakthrough new products for Godiva, generate innovative promotions for The Food Network, and most recently, with re-positioning Good Morning America. I know firsthand that the ideation techniques and innovation processes in *Idea Stormers* work, and that they can unleash the creative potential of any team.”**

—Adam Rockmore, senior vice president marketing, ABC Daytime and News and SOAPnet



## **BRYAN MATTIMORE**

Author

Ideation Facilitator

Innovation Guru

Bryan W. Mattimore is co-founder of the Growth Engine Company, ([www.growth-engine.com](http://www.growth-engine.com)), a sixteen-year old innovation agency based in Norwalk, Connecticut.

Bryan has facilitated over a thousand brainstorming sessions, and managed over two hundred innovation projects, leading to over \$3 billion in new sales for a wide variety of Fortune 500 clients, including Kraft, Unilever, Ford, BNY Mellon, LVMH, Merck, and Pepsi.

A cum laude graduate of Dartmouth, his last book on ideation and innovation process was *Idea Stormers: How to Lead and Inspire Creative Breakthroughs* (Wiley Jossey-Bass).

**21 DAYS TO A BIG IDEA will be available in eBook and print editions on November 17th, 2015.**

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**Feel free to contact me at (212) 961-6390 x100 or at [chris@diversionbooks.com](mailto:chris@diversionbooks.com) for more information. I hope you enjoy 21 DAYS TO A BIG IDEA!**