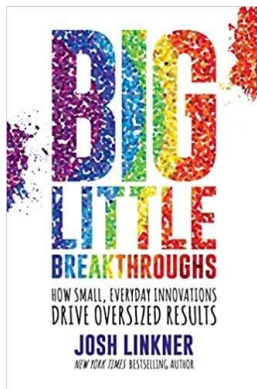




## Big Little Breakthroughs: How Small, Everyday Innovations Drive Oversized Results

Author: Josh Linkner

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Being an admirer of Malcolm Gladwell's writings, I started liking this book at the outset due to the similar style used by Josh Linkner in his latest book, "Big Little Breakthroughs." The

book's theme revolves around hidden human potentials and how to unlock them. Linkner uses interesting examples, interviews, and anecdotes to prove his point.

"Big Little Breakthroughs" starts with the story of Caron Proschan, a clean-living enthusiast who wanted to chew healthy gums. She was perplexed that "why must something that's supposed to be refreshing have the nutritional value of a half-eaten Twinkie?" Caron decided to change that and invented "Simply Gum." The gum was biodegradable and it took off. Linkner describes how a convicted drug dealer established a chain of successful fitness clubs where he hired ex-convicts and made a change in people's lives.

As evident from the title of the book, Linkner's focus is about small achievements, not grandiose innovations that could fetch a Nobel prize in science. I particularly liked the eight ways that Linkner mentions in this book to explain how an innovator thinks. They are as mentioned below:

1. Fall in love with the problem: "remain flexible and open-minded in order to find the optimal approach."
2. Start before you are ready: "Everyday innovators take the initiative to get started now instead of waiting for permission, detailed instruction, or ideal conditions."
3. Open a test kitchen: "Build a framework and conditions for testing and creative exploration of ideas." Ditch the "if it ain't broke, don't fix it."
4. Break it to fix it: "Ditch the "if it ain't broke, don't fix it."
5. Reach for weird: "Prefer the unexpected approaches to the obvious ones."
6. Use every drop of toothpaste: "Do more with less."
7. Don't forget the dinner mint: "Adding small, creative flourishes can yield significantly improved results."
8. Fall seven times, stand eight: "Realize that setbacks are inevitable."

"Big Little Breakthroughs" encourages us to utilize our creative bursts towards innovations that change the world. Linkner believes that we all have the potential of being creative. Examples in this book affirm his premise.

**-Reviewed by Musafir.**