

10 BOOKS ON
INNOVATION EVERY
CONTACT CENTER
PROFESSIONAL
MUST READ

JIM REMBACH

 **CX**MEDIA



10 BOOKS ON INNOVATION EVERY CONTACT CENTER PROFESSIONAL MUST READ

When I was first starting out in contact centers, and my wife and I were newly married and living in a city far away from family, in a old home we bought out of an estate that badly needing remodeling, I never would have imagined that contact centers would become my life's work and allow me the opportunity to be part of an industry with such amazing people.

There are lots of opportunities, and a career in this industry is worthwhile. If you want to be successful in this growth industry, then you need to learn and develop your skills beyond your own company. To do this, you need to learn to be more innovative.

That is why I want to share with you these 10 books about innovation. I thought if we could create something that would make it possible for you to find the best innovation books, you could avoid being disrupted.

These 10 books are written by guests on my [Fast Leader Show Podcast](#). These guests have the experience and expertise in innovation. You need to read them, especially now. Because in today's world, if you are not moving forward faster you are getting left behind.

As a result of learning how to be more innovative, I was able to achieve the following:

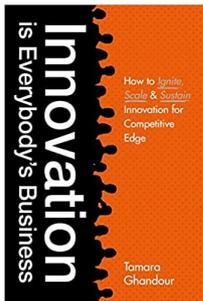
Within just the last 36 months, I've been able to successfully design and launch over 50 new learning and development programs and countless resources that have impacted the lives of hundreds of contact center professionals. And I was recognized for having the most innovative leadership development system for contact center leadership development in the world with [Call Center Coach](#).

After learning how to be more innovative, I quadrupled the size of my team. Now we can positively impact the lives of more contact center leaders.

I hope you enjoy reading, learning, and listening from these incredible people.

Best of luck,





1. INNOVATION IS EVERYBODY'S BUSINESS: HOW TO IGNITE, SCALE, AND SUSTAIN INNOVATION FOR COMPETITIVE EDGE

Tamara Ghandour

<https://amzn.to/3algWt7>

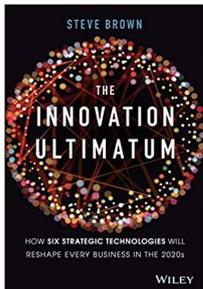
Tamara Ghandour shared with me in her book that innovation should not just be confined within a few team members or the top management alone. You have the capacity to innovate, and that includes people on the frontlines all the way to the support staff.

This book will help you understand that being more innovative is the key to being indispensable. It is also for leaders who want to make innovation happen in their team or organization.

As you face pressure to innovate, the responsibility for making that happen seems to fall on a chosen few individuals. The chosen one should be you. This book will help you understand that innovation is everybody's business and you need to lead the way.

Listen to Tamara Ghandour on the Fast Leader Podcast:

[ACCESS NOW](#)



2. THE INNOVATION ULTIMATUM: HOW SIX STRATEGIC TECHNOLOGIES WILL RESHAPE EVERY BUSINESS IN THE 2020S

Steve Brown

<https://amzn.to/2RTHewd>

In this book, author Steve Brown shared his insights on the six key digital technologies that are shaping the businesses today. These are artificial intelligence (AI), distributed ledgers and blockchain, the Internet of Things (IOT), autonomous machines, virtual and augmented reality, and 5G communication.

Technology is in the heart of almost every business - including contact centers - and being able to identify and understand these key technologies are what makes a company or organization relevant and competitive in the industry.

Whether you're in the front line or a senior manager, this book will definitely help guide and inspire you to prepare for the future.

Listen to Steve Brown on the Fast Leader Podcast:

[ACCESS NOW](#)



3. THE INNOVATOR'S SPIRIT: DISCOVER THE MINDSET TO PURSUE THE IMPOSSIBLE

Chuck Swoboda

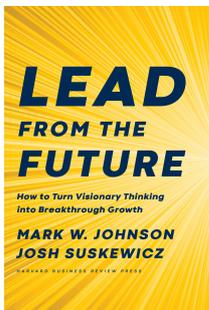
<https://amzn.to/3amtcJB>

In *The Innovator's Spirit*, author Chuck Swoboda showed me how to develop a mindset of creativity, risk-taking, and hard work. Innovation has become an overused buzzword, specially in contact centers, that people no longer realize the hard work and risk-taking it takes to be able to drive real innovation.

You must learn to step outside of your box and get your hands dirty if you want to innovate. A true innovator is someone who has the courage to do something that has never been done before. Management and processes will only lead you to known results, but innovation requires creativity and risk-taking.

Listen to Chuck Swoboda on the Fast Leader Podcast:

ACCESS NOW



4. LEAD FROM THE FUTURE: HOW TO TURN VISIONARY THINKING INTO BREAKTHROUGH GROWTH

Mark W. Johnson

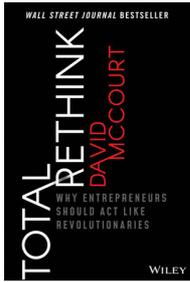
<https://amzn.to/2KqHE8R>

A visionary leader is someone who is bold and prophetic and at the same time pragmatic. In *Lead from the Future*, Mark W. Johnson showed me how a leader can become a practical visionary. He introduced a new way of thinking and managing called "future-back", which addresses the many challenges to change that exists, not just in the contact center industry, but in every established organizations. He presented to me a systematic approach in how to overcome them.

If you are a leader or a manager who wants to drive change in the contact center industry, then this book is a must-read.

Listen to Mark W. Johnson on the Fast Leader Podcast:

ACCESS NOW



5. TOTAL RETHINK: WHY ENTREPRENEURS SHOULD ACT LIKE REVOLUTIONARIES

David McCourt

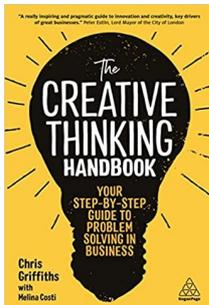
<https://amzn.to/2XPgz7g>

In Total Rethink, author David McCourt, presented a new way of thinking at how we perform our jobs or do business. Everyday you face new challenges, but your way of thinking has never changed, specially in contact centers where the process remains relatively the same.

David McCourt showed me that I need to rethink the model from the ground up and not just make incremental changes. If you see the challenges from the present going to the future, then you will simply be overwhelmed. You must look at it from the future and work your way back. This book will help you understand that companies and organizations need a total rethink and you need to lead the way.

Listen to David McCourt on the Fast Leader Podcast:

[ACCESS NOW](#)



6. THE CREATIVE THINKING HANDBOOK: YOUR STEP-BY-STEP GUIDE TO PROBLEM SOLVING IN BUSINESS

Chris Griffiths

<https://amzn.to/2VIVQj0>

Process and best management practices always lead to the same result, but true innovation requires removing the 'box' around your thinking and unlocking streams of creativity.

You need to realize that in order to make better decisions you must develop your creative problem-solving skills and think out-of-the-box solutions for your organization. The Creative Thinking Handbook will help you generate more ideas and find brilliant solutions for any professional challenge. Definitely a must-read!

Listen to Chris Griffiths on the Fast Leader Podcast:

[ACCESS NOW](#)



7. SUPERHUMAN INNOVATION: TRANSFORMING BUSINESSES WITH ARTIFICIAL INTELLIGENCE

Chris Duffey

<https://amzn.to/34PF7Pf>

As contact center professionals, customer experience is your main focus.

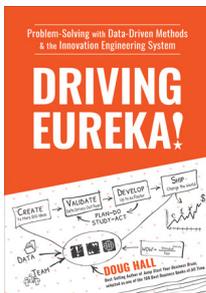
Without a doubt, the delivery of superior service experience has become the new marketing, and the new real competitive edge.

In Superhuman Innovation, author Chris Duffey expands as to how AI can harness the power of data, personalization, and on-demand availability, at the touch of an intelligent button.

If you are to revolutionize the contact center industry, then you need to learn more about this powerful tool.

Listen to Chris Duffey on the Fast Leader Podcast:

ACCESS NOW



8. DRIVING EUREKA!: PROBLEM-SOLVING WITH DATA-DRIVEN METHODS & THE INNOVATION ENGINEERING SYSTEM

Doug Hall

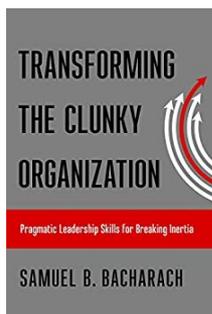
<https://amzn.to/3eC3cxb>

An efficient contact center is always about systems and processes. What if you are able to develop a system that enables everyone in your organization to use innovation to work smarter, faster, and more creatively?

In his book Driving Eureka!, author Doug Hall shows you how you can do that. He presents to you the System Driven Innovation scientific method for enabling innovation by everyone, everywhere, every day. It's definitely a must-read if you want you or your team members to innovate, succeed, and do amazing things that matter, on a daily basis.

Listen to Doug Hall on the Fast Leader Podcast:

ACCESS NOW



9. TRANSFORMING THE CLUNKY ORGANIZATION: PRAGMATIC LEADERSHIP SKILLS FOR BREAKING INERTIA (THE PRAGMATIC LEADERSHIP SERIES)

Samuel Bacharach

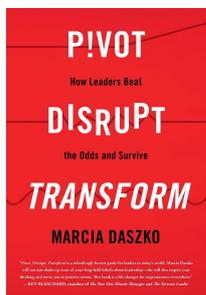
<https://amzn.to/3cyLGbl>

In *Transforming the Clunky Organization*, author Samuel B. Bacharach specifies why organizations fall into patterns of inertia and details the critical pragmatic leadership skills leaders need to regain organizational momentum. Bacharach argues that organizations need to discover and deliver ideas forward in order to achieve results.

If you are a leader in the contact center industry that is willing to drive change and innovation in your team or organization, then this book will definitely appeal to you.

Listen to Samuel Bacharach on the Fast Leader Podcast:

[ACCESS NOW](#)



10. PIVOT, DISRUPT, TRANSFORM: HOW LEADERS BEAT THE ODDS AND SURVIVE

Marcia Daszko

<https://amzn.to/2yrrxFF>

Marcia Daszko didn't know what she didn't know. Now, she's a catalyst for challenging leaders to think differently to realize results never before achieved.

In her book, Marcia Daszko draws on her expertise to guide leaders at any level through a three-step process to radically improve their businesses: first, recognize and stop outmoded ways of thinking that fail to move the business forward (like focusing on the bottom line, conducting performance appraisals, and searching for best practices); second, start taking steps to introduce new, innovative ways of thinking and contrarian practices (such as developing leaders with the capacity to effect change, creating an interconnected team, and seeking knowledge through questions); and finally, transform your company into a more resilient, adaptive, and united organization.

Listen to Marcia Daszko on the Fast Leader Podcast:

[ACCESS NOW](#)



ABOUT CALL CENTER COACH

I would just like to take a moment to invite you to learn more about Call Center Coach.

Call Center Coach is committed to improving the innovation skills of today's contact center leaders. Through our virtual blended learning platform and community, individuals gain knowledge and skills in the six core competencies that is the blueprint that develops high performing call center leaders.

The resources and books you just learned about are just a small glimpse into what students learn in our virtual academy. You will find modules and courses featuring the concepts and principles being taught by these thought leaders. You can also hear some of the authors as guest speakers as well.

Successful supervisors do not just happen. If you are really serious about becoming more successful in your contact center profession, then I highly recommend you check out CallCenterCoach.com/about-us to learn more about enrollment.



A MESSAGE FROM JIM



Thank you so much for downloading "10 Books on Innovation Every Contact Center Professional Must Read."

My goal is to help you succeed in your contact center profession. One of the best ways to make that happen is to learn how to be more innovative and to develop innovation skills in all of your people.

The purpose of this ebook is to share in one document some of the amazing people I've been blessed to interview on the Fast leader Show. I constantly invite and interview people who are change-makers that move the needle in our world today, so I wanted to make sure you get them all without having to go through 270+ podcast episodes. (and counting!)

My hope is that you use this resource as a tool to help you quickly find some of the world's best and brightest in innovation. Because in today's world if you are not moving forward faster you are getting left behind.

As always, I gladly welcome your feedback and hope you will join me in learning, listening, and reading these books and podcast episodes. Please help me to share more amazing insights from people like this by going to iTunes and submitting a review and subscribing to the Fast Leader Show: <https://www.fastleader.net/itunes>

A handwritten signature in blue ink that reads "Jim Rembach".

Jim Rembach

