



How Stella Saved the Farm: A Tale About Making Innovation Happen

Vijay Govindarajan, Chris Trimble

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How Stella Saved the Farm is a simple parable about making innovation happen. Written by the authors of the *New York Times* bestselling *Reverse Innovation: Create Far From Home, Win Everywhere*, the story resonates in organizations of all types—public sector, private sector, and social sector, from mammoth corporations to small organizations employing just a few dozen people.

The parable is about a farm in trouble. Bankruptcy, or the grim prospect of being acquired by a hostile competitor, threaten. The farm succeeds only if the team pulls together and innovates.

The main characters in the story—Stella, Deirdre, Bull, Mav, Einstein, Rambo, Maisie, and Andrea—are all like people you know, maybe even yourself. The tale includes an unexpected leadership challenge, an ambitious call to action, a bold idea, countless internal obstacles and conflicts, fears, joys, triumphs, and even a love interest.

It's a story that can be enjoyed by anyone. *How Stella Saved the Farm* delivers eight simple lessons to guide innovation initiatives to success. It prepares business leaders to avoid some of innovation's most toxic myths, teaches how to build the right kind of team, and shows how to learn quickly from experience.

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