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In a nutshell, Sims' book refreshes a simple idea of how productive and valuable it can be to work in small steps. He calls these steps "little bets" to illustrate risk management opportunities coming with gradual development rather

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than big bets of putting every resource behind unproven ideas. In doing so Sims accomplishes to address two objectives.

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1) Making little bets so that you

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can make big bets. 2) Cultivating a growth mindset - To deal with failure / obstacles. 3) Being proactive - Proactively failing so that you can learn faster. 4) Knowing how to play - To make each other look good by 'plussing', and stop inhibiting ideas from

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Little bets offers something to  
both groups. The conceptual  
thinkers have good ideas- but they  
are rarely entirely right- or

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emerge from small  
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exactly what customers and others need. Sometimes big visions take so long to implement that by the time they are achieved they are obsolete.

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Today's book belongs to my favourite genre 'creativity and innovation'. The name of the book is "Little Bets: How Breakthrough Ideas Emerge from Small Discoveries." written by Peter Sims. Alan Kay, the respected technologist, once said "The best



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way to predict the future is to  
invent it.” . But how do we invent  
the future, especially if it ' s not a  
logical extension from the past?

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224. ISBN. 978-1439170427.

Little Bets: How Breakthrough  
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Discoveries is a book written by  
Peter Sims, published by Free  
Press in January 2011. The book  
promotes the idea of small-scale  
experimentation (or "little bets")

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Behind every breakthrough idea is often a host of experiments that flopped -- and Sims shows how to leverage these "little bets" to produce lasting results. This is a

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powerful and practical

book." -- Daniel H. Pink, author of *A Whole New Mind* and *Drive* "A fascinating and revealing journey through the real-life dynamics of the creative process."

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