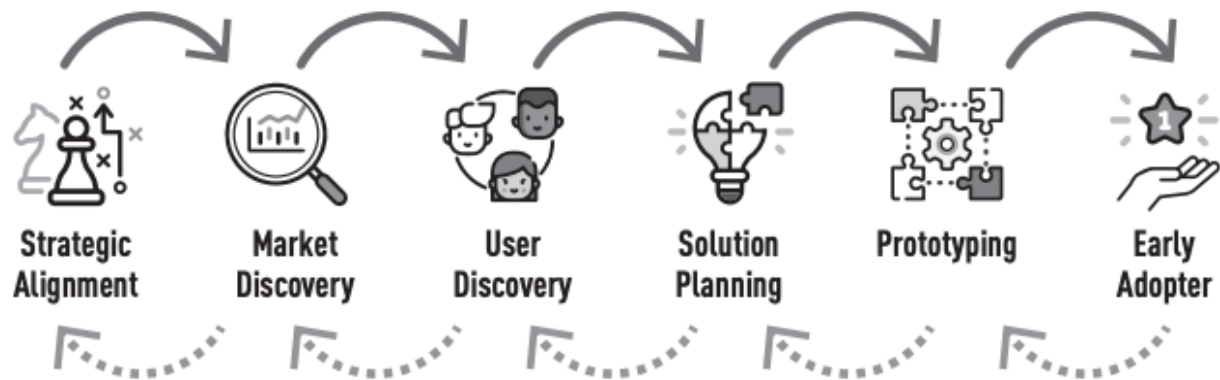


The B2B Innovator's Map – Additional Resources

My book, [The B2B Innovator's Map](#) is your practical guide to accelerating your innovation journey from idea to your first ten customers. The journey is divided into six distinct stages:



Navigating the innovation journey requires familiarity with many concepts, tools and techniques to reduce uncertainty and minimize waste. I've devoted my whole career to studying and applying these innovation concepts, and I still feel like there's more to learn. If you are feeling overwhelmed, don't these resources will help!

As an innovator, your role is to lead your teams to find the best possible solution to solve your customer's pain—in the least amount of time possible. Following the B2B Innovator's Map will get you there. **If you want to dive deeper into any of the techniques, you are in the right place!**

In this document I've compiled some of my favorite resources (organized by stage of the innovation journey) to get you up to speed, fast. I've included an extended list of recommended books, as well as key episodes of my [Enterprise Product Leadership podcast](#). You'll hear from seasoned innovators who are applying these techniques today and learn what works and what doesn't.

If you'd like to turbocharge your journey, [contact me](#)! I've love to hear about your innovation challenges and explore how my training and advisory services can help you and your team.

Enjoy!

Strategic Alignment

Below are some of my favorite resources to help you gain alignment across your company. These resources are filled with additional tools to fine-tune your innovation language so you can focus on bringing your company together.

Recommended Podcast Episodes:

- [How to Create Clarity and Alignment Across Your Organization with Stefano Mastrogiacomio](#)
- [Losant's Journey from Idea to Successful Enterprise IoT company with Charlie Key](#)
- [Behind the scenes of Workday's product strategy with Connie DeWitt](#)
- [Why Startups and Big Companies Struggle to Innovate with Steve Blank](#)
- [How to Avoid Innovation Theater with Tendayi Viki](#)

Recommended Books:

- *High-Impact Tools for Teams: 5 Tools to Align Team Members, Build Trust, and Get Results Fast* by Stefano Mastrogiacomio and Alexander Osterwalder
- *Zone to Win: Organizing to Compete in an Age of Disruption* by Geoffrey Moore
- *Pirates in the Navy: How Innovators Lead Transformation* by Tendayi Viki
- *How to Win Friends and Influence People* by Dale Carnegie
- *Move Fast. Break Shit. Burn Out.: The Catalyst's Guide to Working Well* by Tracey Lovejoy and Shannon Lucas

Market Discovery

By becoming familiar with the Market Discovery process, you will become comfortable giving direction to your team, and you'll have the know-how to sell the value of discovery inside your organization. Below you'll find a few of my favorite books to help you dive deeper into the mechanics of leveraging customer interactions to unearth opportunities.

Recommended Podcast Episodes:

- [Continuous Discovery Habits with Teresa Torres](#)
- [You Can't Outsource Strategy with Rich Mironov](#)

Recommended books:

- *Lean Customer Development: Building Products Your Customers Will Buy* by Cindy Alvarez
- *Continuous Discovery Habits: Discover Products that Create Customer Value and Business Value* by Teresa Torres

- *The Mom Test: How to Talk to Customers and Learn If Your Business Is a Good Idea When Everyone Is Lying to You* by Rob Fitzpatrick
- *The Four Steps to the Epiphany: Successful Strategies for Products that Win* by Steve Blank
- *Selling Value: How to Win More Deals at Higher Prices* by Mark Stiving

User Discovery

Here are some of my favorite resources to dive deeper into the strategies and tactics of understanding your users' pains.

Recommended Podcast Episodes:

- [Product Innovation and Jobs to Be Done with Tony Ulwick](#)
- [How to Build Robust User-Research Practices with Steve Portigal](#)
- [Product Research Rules with C. Todd Lombardo](#)

Recommended books:

- *Jobs to Be Done: Theory to Practice* by Anthony Ulwick
- *Product Research Rules: Nine Foundational Rules for Product Teams to Run Accurate Research that Delivers Actionable Insight* by C. Todd Lombardo and Aras Bilgen
- *Interviewing Users: How to Uncover Compelling Insights* by Steve Portigal

Solution Planning

These resources will help you sketch solutions, run experiments and get buy-in from your company on your proposed approach.

Note: If you are planning to build an IoT solution, I highly recommend leveraging my [IoT Decision Framework](#) as the starting point for solution planning with your team. If you want to go deeper and build the skills to accelerate your IoT product's time to market, check out my online course [The IoT Product Manager Certificate Program](#).

Recommended Podcast Episodes:

- [How to Partner with Startups to Fuel Your Innovation with Haven Allen](#)
- [How to Build a Successful IoT Company with Eric Simone](#)
- [The Economic Value of Data with Bill Schmarzo](#)
- [How to Test Business Ideas with David Bland](#)

Recommended books:

- *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures* by Dan Roam

- *Pencil Me In: The Business Drawing Book for People Who Can't Draw* by Christina Wodtke
- *Value Proposition Design* by Alexander Osterwalder and Yves Pigneur
- *Testing Business Ideas: A Field Guide for Rapid Experimentation* by David Bland and Alexander Osterwalder

Prototyping

Here are a few helpful resources to supplement your knowledge for this stage.

Recommended Podcast Episodes:

- [How to Price New B2B Products with Mark Stiving](#)
- [How to Test Business Ideas with David Bland](#)
- [How to Validate Your Product Idea with Jim Semick](#)

Recommended books:

- *Testing Business Ideas: A Field Guide for Rapid Experimentation* by David Bland and Alexander Osterwalder
- *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days* by Jake Knapp
- *Running Lean: Iterate from Plan A to a Plan That Works* by Ash Maurya
- *Agile Product Management with Scrum: Creating Products that Customers Love* by Roman Pichler

Early Adopter

I cover a lot of topics in this chapter of the book, and you might feel overwhelmed with all the areas you need to cover. Don't worry! You don't need to be an expert in every area. You just need to understand the basic principles around cybersecurity, sustainability standards, privacy, ethics, etc., and surround yourself with experts who can support your journey.

Here are some great resources to get you started.

Recommended Podcast Episodes:

- [Crossing the Chasm: How to Effectively Drive Innovation with Geoffrey Moore](#)
- [Cybersecurity in Industry 4.0: The Good, the Bad, and the Ugly, with Rob Dyson](#)

Recommended books:

- *Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers* by Geoffrey Moore



- *Hackable: How to Do Application Security Right* by Ted Harrington
- *Cradle to Cradle: Remaking the Way We Make Things* by Michael Braungart
- *Future Ethics* by Cennydd Bowles

Articles, Talks, Workshops and More

In addition to all these resources you can access my latest thinking through my [blog](#) or by attending one of my talks, webinars or workshops. You can find all that information at my website: danielelizalde.com

I wish you the best of luck in your innovation journey!
Daniel