
CASE STUDY:
Naveen Lakkur,
Bangalore, India

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From Unlimited Ideas to Value-Creating Book

One of the challenges of serial entrepreneurs like Naveen Lakkur is having *too many* ideas. As the director of the Founder Institute in Bangalore, India, he approached me to help him discover, develop, and deliver his second book. (We'd worked together on his first.)

Call it "gut instinct," but I see my ability to identify winning ideas as the result of over 30 years' experience across a broad swathe of industries. And reading a lot! Of the six ideas Naveen outlined, I selected the one that became **FOUND: *Transforming Your Unlimited Ideas Into One Sustainable Business***, published in 2016 by Bloomsbury, the home of the *Harry Potter* series. My "gut feel" turned out to be timely, as its publication aligned with the Startup India, Stand Up India national movement launched by Indian Prime Minister, Mr. Narendra Modi.

I exposed Naveen to the questioning process for which I'm known. That helped him to think more deeply about the insights he could share. What we achieved was a book that combined three of his intellectual properties. A roadmap that aspiring and experienced entrepreneurs could follow to significantly help them reach the level of a successful, sustainable enterprise with global impact. (Which only 0.4% achieve currently.)

Within six months FOUND won its first award. More importantly, it helped open doors for Naveen as an innovation coach, strategic consultant, and advisor to corporate entities throughout India, looking to develop entrepreneurial thinking and initiatives among their employees.

Do YOU have so many ideas for a book, you don't know where to start? My clients range from academics looking to leave a mainstream legacy, to captains of industry, and entrepreneurs like Naveen. Could you be next?

Contact me today: liz@drlizalexander.com

