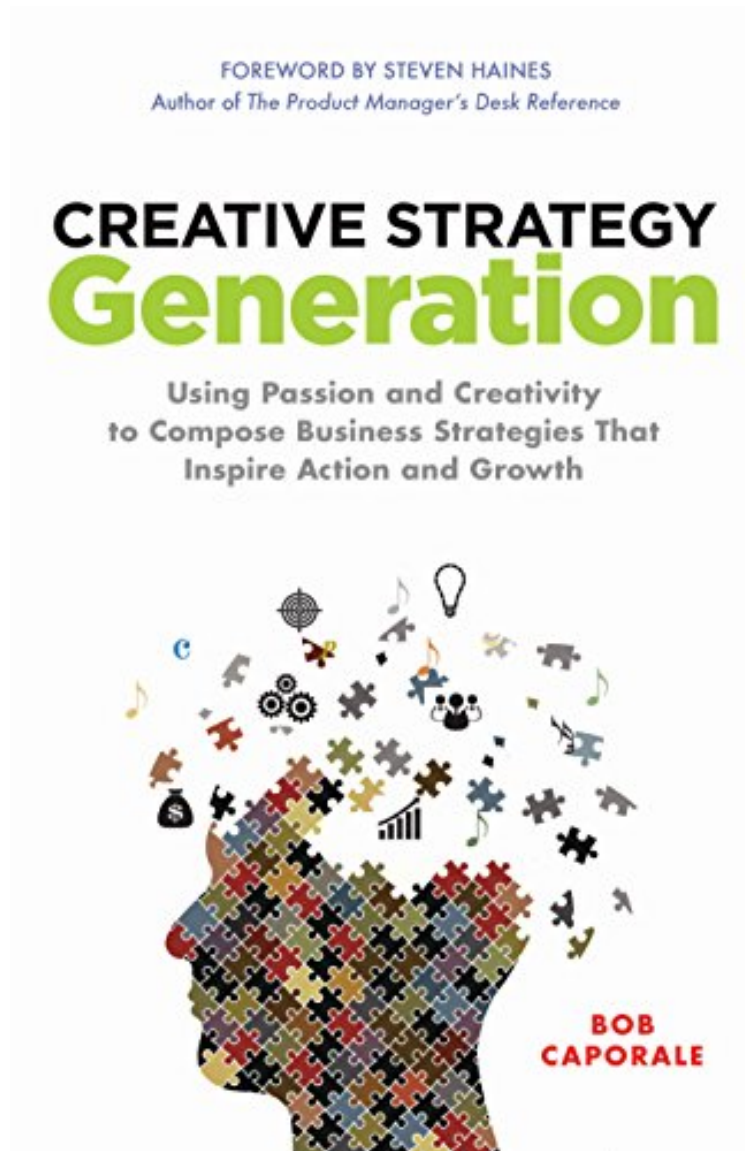


[E-BOOK] Creative Strategy Generation: Using Passion and Creativity to Compose Business Strategies That Inspire Action and Growth (Business Books)

Creative Strategy Generation: Using Passion and Creativity to Compose Business Strategies That Inspire Action and Growth (Business Books)

Bob Caporale

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Bob Caporale : Creative Strategy Generation: Using Passion and Creativity to Compose Business Strategies That Inspire Action and Growth (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Creative Strategy Generation: Using Passion and Creativity to Compose Business

Strategies That Inspire Action and Growth (Business Books):

3 of 3 people found the following review helpful. Powerful - actionable - relevant! By Jay Simonson
In the red ocean of books about strategy, this one's a clear stand-out. If you read no further, then I strongly recommend that you read *Creative Strategy Generation*, and apply the book's tools and guidance in your company. When I learned about the book, I was curious because of the words "creative" and "strategy." As a business leader in a complex product company, I ask my staff to inject some creativity into their product and business line strategies. I end up with dense presentation decks that don't tell the story about what they want to do, and why. A strategic plan is the outcome of careful thought about the path the business has traveled, what future is envisioned, and what the resultant goals and strategies should be. As many leaders know, it's easy to say and hard to do --- until now. Bob Caporale uses the term "Strategic Arc" to guide practitioners so they can create a relevant strategy for a product, product line, or business. Artists and performers should recognize a parallel in the term "dramatic arc"; Caporale's strategic arc allows a management practitioner to view the business through the lenses of the present, past, and future. In his explanations and stories, he enables the reader to explore their creativity. I can tell you that I did not think of myself as a creative, but Bob has given me the chance to explore that --- and I've been able to infuse some of this in my own teams. Bob's writing style is easy to digest, accessible, relevant, and actionable. I personally thank Bob Caporale for providing this gem to the business community.

2 of 2 people found the following review helpful. A Very Creative Approach To Developing Business Strategy By Barry Minatra
Bob Caporale has greatly solidified his reputation as a "master strategist"! In *Creative Strategy Generation*, he utilizes his musical experience, talent and insight to artfully-craft a work that will resonate with simplicity, clarity and meaning for the thousands of practitioners who will seek and find this book for what it is --- truly a gift!

5 of 5 people found the following review helpful. "The essence of strategy is choosing what not to do." Michael Porter
By Robert Morris
Throughout the last several decades, I have been retained by hundreds of companies (start-up to Fortune 50) to help their leaders formulate or update the given strategy. At the initial meeting, I ask each of those involved to identify what the given organization's primary strategy is or should be. On average, fewer than half know what a strategy is and even fewer know what theirs is or should be. For present purposes, let's think of a strategy as a "hammer" that drives "nails" (tactics) to achieve the given results. This is what Sun Tzu has in mind (in *Art of War*) when observing, "All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved." More recently, Jack Welch suggests, "You've got to eat while you dream. You've got to deliver on short-range commitments, while you develop a long-range strategy and vision and implement it. The success of doing both. Walking and chewing gum if you will. Getting it done in the short-range, and delivering a long-range plan, and executing on that." In Part 1 of this book, Bob Caporale introduces four "solo" proficiencies that almost anyone can master in order to complete a seven-step creative strategy generation process. The proficiencies are Analysis ("Where are we now?"), Recollection ("Where have we been?"), Intuition ("Where do we want to go?"), and Artistry ("How are we going to get there." The statement by Michael Porter that I selected as a title for this review correctly stresses the importance of relevance. Those who master them will become much better prepared to formulate an appropriate strategy. The adjective "appropriate" is critically important. That is to say, the answer to the basic question for each of the four proficiencies should be relevant. In Part 3, he provides what he characterizes as "a quick reference resource" for how to build an appropriate strategy from preparation through production. The abundance of material provided serves as a "toolkit" that contains "Quick Reference Guide," "Strategic Presentation Guideline," and "Tidbits of Wisdom." So this book is about correlating the very creative process of writing music with the equally creative process of composing strategies. It is a highly personal account, and you will undoubtedly see that throughout. But to focus on my process would be missing the point. What I am really hoping to do by using this simile (i.e. compose and execute strategy as one would compose and perform music] to encourage you to find and apply your own creative process to the art of strategic planning. All of us are creative beings, whether that creativity displays itself through music, art, writing, performance, business, or science. The trick is to find whatever it is that you are passionate about creating and apply that same process to your business strategies. These are among the several dozen passages of greatest interest and value to me, also listed to suggest the scope of Caporale's coverage:

- o ARIA Proficiencies: Analysis, Recollection, Intuition, and Artistry (Pages 7-26)
- o Preparation Stage (31-57)
- o Baseline Analysis (50-53 and 69-70)
- o Inspiration Stage (59-82)
- o SWOT Analysis (63-72)
- o Developing a Vision (72-79)
- o Genre Stage (83-105)
- o Market/Customer Segmentation (88-102)
- o Ideation Stage (107-138)
- o Go-to-Market Plan (119-135)
- o Arrangement Stage (139-166)
- o Orchestration Stage (167-188)
- o Implementation Team (170-187)
- o Production Stage (189-208)
- o Implementation Strategy (194-199)

I agree with Bob Caporale that the seven-step process he recommends -- or another that is comparable with it in terms of comprehensiveness and cohesion -- can help business leaders in almost any organization (whatever its size and nature may be) to ensure that there is a strategy in place that can guide and inform efforts to achieve the given objectives. In fact, "whether you are a composer, an artist, a screenwriter, a theatrical producer, or a business strategist, these are the seven steps that will be required to produce your creative work of art. And make no mistake about it: the very best business strategies are indeed creative works of art. To those who insist

they are not "creative," I urge them to read *Creative Confidence: Unleashing the Creative Potential Within Us All*, co-authored by Tom Kelley and David Kelley and published by Crown Business/Random House (2013). They insist that almost anyone can develop a creative, human-centered mindset and help achieve breakthrough innovations. "As brothers who have worked together for thirty years at the forefront of innovation, we have come to see this set of misconceptions as 'the creativity myth.' It is a myth that far too many people share. This book is about the opposite of that myth. It is about what we call 'creative confidence.' And at its foundation is the belief that we are all capable to highly creative thinking...Creative confidence is a way of seeing that potential and your place in the world more clearly, unclouded by anxiety and doubt. We hope you'll join us on our quest to embrace creative confidence in our lives. Together, we can all make the world a better place."

Learn how to compose truly original strategies by applying a proven creative process; Many business leaders are taught to develop strategies by analyzing case study after case study of other companies' already implemented ideas. However, in order to develop a truly great strategy, you must learn how to tap into your own instincts, intuition, and original ideas to connect with people in ways that have never been thought of before. In short, you need to learn how to be more creative. Written by acclaimed product strategist Bob Caporale, *Creative Strategy Generation* is a step-by-step guide to composing successful business strategies by learning how to apply a creative process to classic strategic theories. Its lessons are aimed squarely at the thousands of strategic practitioners who are tasked with developing product, portfolio, and market-level strategic plans for their organizations. Drawing upon examples from real-life business situations, and coupled with clever musical and artistic analogies, *Creative Strategy Generation* is sure to provide not only a proven framework for developing business strategies, but also a new way to think about the entire strategic process.

From the Inside Flap Successful strategies must have one key element to produce spectacular results for your business originality. However, pure ingenuity can be hard to produce in the noise of derivative ideas and worn out processes drowning out fresh progress which is why you need *Creative Strategy Generation* to help guide you through tried-and-true business practices in a fresh, new, and exciting way. The author's diverse talents as an executive leader and a musical performer, composer, and songwriter shine through in a pitch-perfect mix of mind expanding theory and practical techniques to help you unlock the artistic strategist inside you. Whether you work in a B2B or B2C company, this proven approach can boost your strategic influence and track record, as it has for the author and the many companies he has worked with. Grounded in accessible explanations, this practical guide explores the connections between the strategic and creative processes, and it demystifies the complexities of developing a strategic plan by revealing how to: