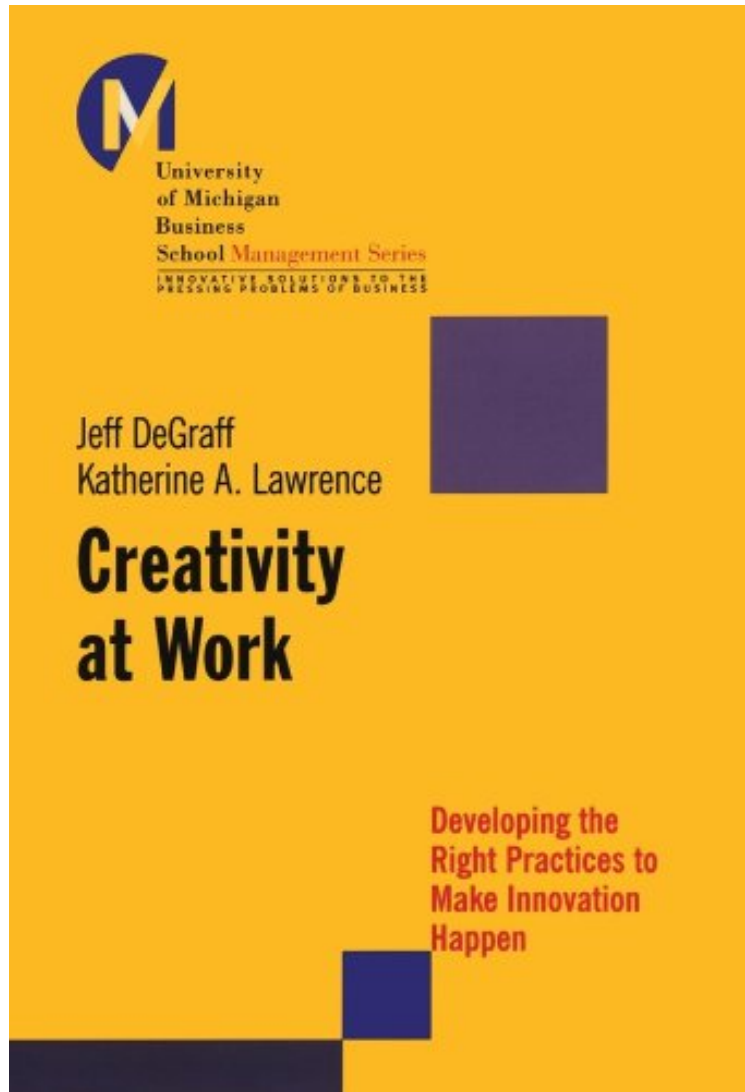


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Creativity at Work: Developing the Right Practices to Make Innovation Happen (J-B-UMBS Series)

Jeff DeGraff, Katherine A. Lawrence
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Jeff DeGraff, Katherine A. Lawrence : Creativity at Work: Developing the Right Practices to Make Innovation Happen (J-B-UMBS Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Creativity at Work: Developing the Right Practices to Make Innovation Happen (J-B-UMBS Series):

6 of 6 people found the following review helpful. Theory Made PracticalBy A CustomerBooks on creativity are often interesting to read but almost impossible to translate into practice. Not so with this book.This book broadened my personal definition of creativity; it challenged me to consider creativity as a core competency in more than just

innovation. Distinguishing it from other books that I have read, it focuses more on the specific outcomes of creativity instead of the sometimes mysterious process of creativity. It makes the often implicit skills involved in creativity much more explicit. On a practical note, it serves as a toolkit with an array of different assessment tools, exercises, and suggestions for generative work that can be tailored to different organizational needs at different times. We're currently using these tools in a healthcare setting, but I think they could be equally well applied to a myriad of other settings. This book has been a great addition to my business bookshelf - accessible, easy to read, and full of useful suggestions - I think of it as a user's guide to fostering and tailoring creativity in the work place. 4 of 4 people found the following review helpful. Getting a Handle on Creativity By Samuel If you thought creativity was an elusive and muse-driven quality ascribed to only artistic types of people, this book will set you straight. Here is a tangible approach to making creativity work for you and your organization. It will help you assess your needs, select the most effective practices for your situation and identify the people you need for successful implementation. The straightforward format and accessible language makes this a practical handbook for any level of manager or consultant in organizations large and small. 5 of 5 people found the following review helpful. Creative Work vs. Just a Job By Robin Creativity at Work is a must read for anybody who wants their job to be more than just work. It surveys all of the elements of an organization and then clearly supports the reader on his/her professional journey with the necessary tools to attain results. It's well-written, easy to read and tells all of the stories one needs to stimulate their creativity and own ideas. It is the only book that I have read and finished believing that I could now add value to the folks I work with in innovative and concrete ways.

Although many leaders acknowledge and invest in creativity, we seldom see it hold a credible place in the business development process. Creativity at Work takes a practical approach to creativity, showing how to select practices to produce results and add value. The authors explain how to: Understand the creative preferences of organizations, departments, work groups, and individuals Identify and compare the different creativity profiles that describe specific purposes, practices, and people Produce the desired results by developing the right practices Blend creativity practices to meet the complex needs that characterize most work situations to develop required creative abilities in a team and in oneself

Idquo;hellip;the well presented ideas are relevant to us allhellip;rdquo;(Professional Manager, January 2003) "Jeff DeGraff is among the most creative thinkers on business today. The great benefit of Creativity at Work is that it actually sets out a framework and process for achieving innovation and applying it in real business contexts. This is great news for the rest of us who have an acute need to foster innovation in our enterprises." mdash; Tom Glocer, CEO, Reuters Group "Creativity at Work challenges the assumption that creativity is a random act of inspiration. The practices, profiles and tools provide insight for individuals and organizations alike to chart their own course to a more creative future." mdash; Mark E. Jones, director, Leadership and Workforce Development, Pfizer Global Research and Development "Here, at last, is a legible roadmap for the innovation journey. This is the book that can lead managers and executives to the spot marked, 'You are here,' as well as provide solid tools and practical advice for moving forward." mdash; Michael Thompson, chair, Department of Organizational Leadership and Strategy, Marriott School, Brigham Young University From the Inside Flap Creativity has long been accepted as a core competence that can help a company create products, services, processes, or ideas that are better or new. Unfortunately, many companies and managers try to adopt a one-size-fits-all "best practice" for creativity, often leading to disappointing results-because each new creative endeavor needs a different approach. Creativity at Work provides a comprehensive guide that will help managers recognize their creative situation and then assess what practices and tools will work best for their circumstances. Another stellar book in the University of Michigan Business School series, Creativity at Work offers a concise summary of practices and tools to stimulate innovation in the organization, providing multiple creativity processes that have been field-tested in companies all over the world. Rather than simply targeting an organization's "creative types," the book integrates the perspectives of investors, strategists, organizational developers, and individual managers to provide a multilevel framework that reaches all parts of the organization. The authors show how the creation of new ideas is just one of the valuable outcomes of creativity, and reveal how creativity can occur at many stages in the process of generating, developing, making, and selling new products, services, and processes. The book demonstrates how creativity is most successful when organizational practices are tailored to the specific situation, and offers a systematic approach to developing creativity competencies throughout the enterprise. Whatever your level of responsibility, the framework detailed in this book can help you guide, manage, and integrate creativity practices within your organization, division, department, or team while encouraging innovation and creating value.