

Encourage creativity in your organization

new

Best Practice Creativity

P E T E R C O O K

Success of an organization today depends upon the ability to consistently put creative ideas into action. This book provides a unique strategic perspective on leveraging creativity in organisations.

Drawing upon the experience of a number of leading organizations who encourage creativity at work, for example, Dyson, 3M, Glaxo Wellcome, Zeneca, Psion, Hewlett Packard, and Johnson and Johnson, the book:

Gower

Throughout the text there are 'activities' to help readers identify and analyse potential improvements in their workplace, and the book concludes with '101 ideas for increasing organizational creativity'.

In a world where turbulence is the norm, 'business as usual' is probably the route to extinction. For any executive or functional manager determined to find 'a better way', Peter Cook's stimulating and practical book will repay careful study.

- Describes methods of promoting creativity in organizations.
- Summarizes established concepts and practices on the subject.
- Links leadership to creative strategy.
- Examines the role of structure and culture in supporting creativity, innovation and change.
- Provides a number of principles that enable organizations to design effective creative problem solving rituals.
- Provokes innovative thinking in a way that will work in your organisation.