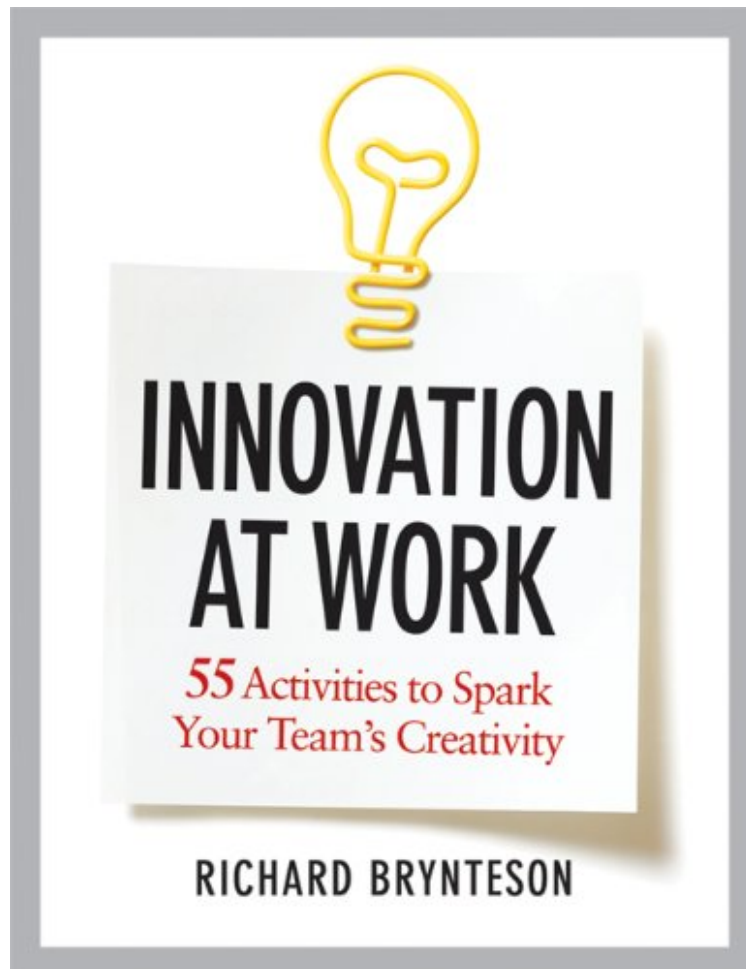


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Innovation at Work: 55 Activities to Spark Your Team's Creativity

RICHARD, PH.D. BRYNTESON

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RICHARD, PH.D. BRYNTESON : Innovation at Work: 55 Activities to Spark Your Team's Creativity before purchasing it in order to gage whether or not it would be worth my time, and all praised Innovation at Work: 55 Activities to Spark Your Team's Creativity:

0 of 0 people found the following review helpful. Five StarsBy proferrAwesome!!!0 of 0 people found the following review helpful. pretty good bookBy OnlineShopperAuthor presents a lot of good ideas on individual and group exercises for driving innovation.All the exercises are based on sound concepts in innovation including personas, brainstorming, design criteria, etc.

More and more organizations are realizing that the only hope for survival in an ultracompetitive landscape is through innovation: developing new and better products and servicesmdash;and creating efficient processes for delivering them. Designed for managers, team leaders, and trainers looking to promote innovation at work, the book is packed with 55 activities to help participants:bull; Employ ldquo;visioningrdquo; and ldquo;brainwritingrdquo; processes to

achieve breakthroughs; Cultivate a sense of curiosity and inquisitiveness; Utilize methods of deep observation; Build networks for open source innovation and creative collaboration; Use images to spark ideas and connections; Develop out-of-the-box techniques for problem-solving; Deal with failure successfully and productively; Spot trends and determine "the next step"; Innovation at Work contains worksheets, questions, and case studies to inspire discussion as well as assessments for determining managers' openness to innovation. Innovation is not just about the next iPod, and it's not just for scientists. This handy book provides readers with a roadmap for fostering creativity and innovation in any team in any industry.

From the Back Cover An organization doesn't have to be tech driven, run by the next Steve Jobs, or filled with budding Thomas Edisons and Leonardo da Vincis to benefit from a healthy dose of innovation. Developing new and better products and services, and creating efficient processes for delivering them, is what stands between any organization and its competition. In today's ultra-competitive landscape, fostering a companywide spirit of creative thinking can make the difference between survival and failure. But you've got to train for it. Packed with 55 fun, enlightening, and ready-to-go activities perfect for any office environment, Innovation at Work gives you the tools you need to promote outside-the-box thinking within any group of people. Useful for informal "lunch and learn" sessions, organization-wide training events, and everything in between, the enlightening, easily adaptable exercises collected here enable you to help participants:

- Cultivate a sense of curiosity and inquisitiveness
- Use images to spark ideas and connections
- Utilize methods of deep observation on an everyday basis
- Employ special "visioning" and "brainwriting" processes to achieve breakthroughs
- Build networks for open source innovation and creative collaboration
- Develop effective and surprising techniques for problem-solving
- Spot coming trends and determine "the next step" for the organization
- Deal with failure successfully and productively
- and much more!

It's one thing to develop a lucrative, one-shot innovation. It's another to build a culture that produces eye-popping ideas on a regular basis. Companies are past the point where they can rely on brilliant or creative individuals. A spirit of fluid, inventive thinking has to be organization-wide. But how do you coach for innovation? What can you do to encourage the kind of visionary leaps that will take a company to the next level? Containing worksheets, questions, and case studies to inspire discussion, as well as assessments for determining managers' openness to originality, Innovation at Work shows you how to build the creative muscle of individuals, groups, and organizations, and stimulate them to produce startlingly original ideas time and time again. RICHARD BRYNTESON, PH.D., is an international innovation consultant and executive coach who helps his students and clients examine their own thinking, challenge their own assumptions, make changes in order to improve their productivity and quality of life, and innovate work processes and products to improve effectiveness and efficiency. His clients include Dell Computers, McCann Erickson, the Department of Defense, and various other government agencies in the U.S. and abroad. He lives in St. Paul, Minnesota.

About the Author RICHARD BRYNTESON, PH.D., is an international innovation consultant and executive coach whose clients include the Department of Defense, Dell Computers, and McCann Erickson. Excerpt. copy; Reprinted by permission. All rights reserved.

Preface As the economy dramatically shifts and settles, fundamental questions are being raised about the readiness of the workers to handle the jobs of the future. Is your company ready to handle international competition? Is it agile enough to deal with rapid change? What skills will the new economy require? --Traditional education with a focus on a proficiency in reading, writing, and arithmetic has worked in the past, but the new workplace requires more from its employees. --Employees need to think critically, solve problems, innovate, collaborate, and communicate more effectively—and at every level within the organization. According to an AMA Critical Skills Survey, many executives admit there is room for improvement among their employees in these skills and competencies. In an effort to assess how "top of mind" these skills and competencies are, the American Management Association (AMA)—in conjunction with P21, a national organization that advocates for 21st-century readiness for every student—surveyed 2,115 managers and other executives in AMA member and customer companies about the importance of the four Cs to their organization today and in the future. This survey defined the most critical skills for organizational success as follows: --Critical thinking and problem solving—the ability to make decisions, solve problems, and take action as appropriate; --Effective communication—the ability to synthesize and transmit your ideas both in written and oral formats; --Collaboration and team building—the ability to work effectively with others, including those from diverse groups and with opposing points of view; --Creativity and innovation—the ability to see what's NOT there and make something happen. For more information on the findings and a copy of the survey, visit <http://www.amanet.org/training/articles/3727.aspx>

PURPOSE OF THIS BOOK The purpose of this book is to create centers of innovation. We are past the point where we can rely on brilliant or creative individuals. Innovation has to be organization-wide. Organizations have to build capacity for innovation so that they can produce innovation after innovation. This book presents ways to build that capacity. This book provides exercises and activities to build the innovation muscle of individuals, groups, and organizations. It is my strong belief that innovation can be a learned trait by individuals, groups, and organizations. These exercises provide a roadmap, a method, an impetus to develop that trait.

HOW AND WHERE TO USE THE

EXERCISES These exercises do not need to be used in any particular order. The time parameters do not need to be followed. They do not have to be followed verbatim. They can be plucked and harvested in any number of ways. Some situations where these exercises may be used include: --For standalone play during "lunch and learn" sessions at your organization. --In organization-wide innovation training sessions. --Strategically placed during process redesign sessions in order to shake up the thinking of participants. --Peppered into fun events, such as scavenger hunts and company picnics. --In problem solving, when tackling organizational problems head-on. --As team-building activities for teams and groups. --As activities for friendly competition between work groups. In all cases, these exercises will help build the organizational innovation muscle. ' Excerpted from *Innovation at Work* by Richard Brynteson, Ph.D. Copyright copy; 2013. Published by AMACOM Books, a division of American Management Association, New York, NY. Used with permission. All rights reserved. <http://www.amacombooks.org>.