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Sommario/riassunto

How can you tap into your team's creativity to tackle today's toughest business challenges? In *The Firefly Effect*, Kimberly Douglas presents inspiring yet pragmatic insights into getting your entire team firing on all cylinders and aiming in the right direction. Comparing the difficult act of harnessing and capturing creativity to the act of catching fireflies on a summer night, she will explain: What to do when the fireflies don't show up (or when creativity dries up) How to know when it's time to find a new meadow (or a new approach, place or process) What to do if the

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