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	Titolo	Idea stormers [[electronic resource]] : how to lead and inspire creative breakthroughs / / Bryan W. Mattimore
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	Descrizione fisica	1 online resource (258 p.)
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	Soggetti	Creative ability in business
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	Nota di bibliografia	Includes bibliographical references (p. 225-226) and index.
	Nota di contenuto	A map of the creative mind : embracing seven creative thinking mind-sets -- Beyond brainstorming : understanding individual and group ideation techniques -- Your ideation toolkit : the seven all-time greatest ideation techniques -- Innovation overview : strategies and tools for a successful innovation process -- Real-world challenges : applying ideation techniques and innovation processes -- Idea meets world : navigating the road from good idea to successful innovation -- Thinking like a facilitating leader I : the who, where, and how of planning and leading group ideation sessions -- Thinking like a facilitating leader II : new product ideation session design -- Thinking like a facilitating leader III : five strategies for inventing ideation and innovation processes.
	Sommario/riassunto	How to solve critical business challenges by generating more and better ideas Every organization needs a steady supply of fresh, relevant ideas, but managers can?t just lock teams in a room with a mandate to brainstorm and hope for the best. Ideation is both a science and an art, and when group ideation processes are well-designed and well-facilitated, anyone can generate an abundance of creative,

implementable options?not to mention true breakthroughs?for any business need. Drawing on his work leading high-stakes ideation sessions at over 300 organizations, Mattimore explains