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Reflections; Chapter 4 Tools for creativity; Why brainstorming doesn't work; Diverging with flair; Converging with care; Strategies for innovation and creativity; Developing mastery; Reflections; Chapter 5 The F word: Failure and success; F2L not F2F; Personal factors; Institutionalised innovation; Entrepreneurship, failure and success; Seven habits of highly successful failures
Part Two Innovation, creativity and enterpriseChapter 6 Innovation and enterprise; It's the end of the world as we know it . . .; From the abacus to calculus and papyrus; The bare necessities; Posture to prosper; Unblocking the innovation pipeline; Reflections; Chapter 7 Building an innovation culture; Cultivating cultures not cults; Cultures and all that jazz; Stuck on you; The gods of culture; Myth management; Clash of the Titans; Reflections; Chapter 8 Structuring for innovation; The math is not the territory; The mathematics of organisation; The biology of organisation; Designed for life
Structural archetypesNovel structural forms; Non-structural reforms; Reflections; Chapter 9 Developing innovation capacity and capability; To make or buy?; Climate change; Supporting innovation and creativity; Financing innovation; Reflections; Chapter 10 Becoming a true learning enterprise; Changing change management; The mathematics of change; The biology of change; OD not Oh Dear - The Wisdom of Change; Anatomy of learning organisations; Reflections; Bibliography; Index

Sommario/riassunto

Drawing upon cutting edge research from academia but expressed clearly and concisely for the busy person seeking practical inspiration, Leading Innovation, Creativity and Enterprise will feature numerous case examples from companies such as Virgin, Pfizer, Roche and Fuji Film. The book deals with questions such as: What are the roots of creativity and imagination? · How can we create the physiological and mental states under which creativity happens naturally rather than having to rely on creative thinking tools? · What kind of leadership is required to make creativity and innovation business as usual behaviours in your enterprise? · What is the role of technique in engendering creativity within teams? What are the most effective and reliable recipes for team based creativity? · What ensures that creativity turns into innovation? What stops it? In exploring these questions, the book will show you how to produce and lead creative teams, as well as build an innovative company culture.
