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| 1. Record Nr. | UNINA9910665241603321 |
| Autore | Gryskiewicz Stanley S |
| Titolo | Making creativity practical : innovation that gets results // Stan Gryskiewicz, Sylvester Taylor |
| Pubbl/distr/stampa | Greensboro, N.C., : Center for Creative Leadership, c2003 |
| ISBN | 1-118-15523-8 1-281-00128-7 9786611001285 1-118-15447-9 1-932973-21-4 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (34 p.) |
| Collana | Ideas into action guidebooks CCL ; ; no. 421 |
| Disciplina | 658.4 658.4063 |
| Soggetti | Creative ability in business Problem solving Organizational change |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references. |
| Nota di contenuto | Title page; Table of Contents; What Is Practical Creativity?; Why Is Practical Creativity Important?; Making Creativity Practical; Stating the Problem; Understanding Approaches to Problem Solving; Seeking the Right Creative Path; Choosing the Right Creative Path; Generating Ideas; Evaluating Ideas; Making a Place for Creativity at Work; Suggested Readings; Background; Key Point Summary; Lead Contributors |
| Sommario/riassunto | Creative solutions can be challenged and defended in the pursuit of profitability. But first, creativity must be demystified. A process that targets innovation provides leaders with just such a problem-solving approach. The goal is to produce high-quality ideas that are appropriate to the task-which means groups and organizations can implement them with less risk. Work with the targeted innovation process consists of activities in five areas: stating the problem in a way that encourages creative problem solving, learning and understanding |

