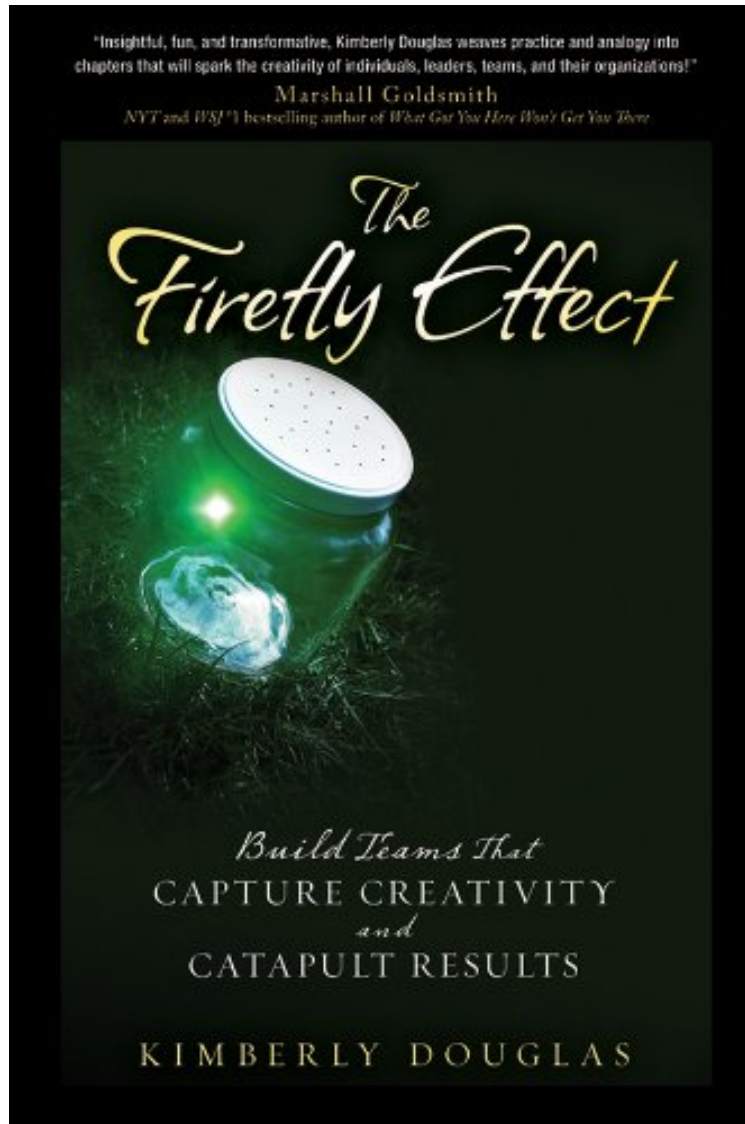


[Mobile book] The Firefly Effect: Build Teams That Capture Creativity and Catapult Results

The Firefly Effect: Build Teams That Capture Creativity and Catapult Results

Kimberly Douglas

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Kimberly Douglas : The Firefly Effect: Build Teams That Capture Creativity and Catapult Results before purchasing it in order to gage whether or not it would be worth my time, and all praised The Firefly Effect: Build Teams That Capture Creativity and Catapult Results:

2 of 2 people found the following review helpful. Building Teams that Capitalize on the Innate Creativity of Everyone on the TeamBy Michael Mckinney* Do you think there is untapped talent and unspoken knowledge on your team?* How much of your team's energy is wasted with irrelevant, personality-based infighting?* Do your team members

hold themselves accountable for living up to their commitments?*

Which department does your team have the greatest conflict with?*

Do you see the spark of creativity going on around you, perhaps that others aren't seeing . . . yet?Everyone has the ability to be original--to do something no one else would think of--to be creative. Many of us downplay our creative ability or find ourselves in an environment where our contribution isn't valued as it should be."A lone firefly--like the lone genius--does not ignite the imagination of others," writes Kimberly Douglas in *The Firefly Effect*. "It takes the brilliant light of many, and the creative effort of the entire team, to truly spark innovation with impact." The job of the leader is to "create a safe environment in which every member of the team can knowingly and proudly claim those differences, and apply them in an optimal way to achieve the goals of the team." The leader must provide the processes that will allow every other member of the team to see each other in this new light. These differences can create heat. "Fireflies know how to shine without creating heat--without wasting energy on unnecessary conflict." Differences should compel us to look at individual differences more creatively. The team's focus is key. "One of the most important things that a leader can do is keep the team focused on the real competition; those who exist outside the walls of the organization.... Making this the focus keeps people from clashing within the group. When this focus is lost, infighting and bickering among the team members thrives." This means learning to communicate more and better. It means learning to view conflict in a new way; not as a destructive, inevitable evil, but rather as a constructive source of creative abrasion. *The Firefly Effect* is about releasing that spark of creativity that exists inside all of us and channeling it in a productive way. Douglas provides down-to-earth, tested and practical methods for inspiring your team and leveraging their innate abilities. She shows how you and your team can capitalize on what is right about the people on the team. *The Firefly Effect* is a changed mindset about working with others. It is a dynamic that is on display anytime you see children chase fireflies.* Few children chase fireflies alone. The excitement come from the sharing of effort and results with others.* Everyone is clear on what the goal is--to catch fireflies--and enthusiasm remains high, because their target is so well understood and so simple.* Each individual knows his or her task. No one needs--or wants--a dictating leader. (See chapter 13: What to Do if the Leader is Keeping Too Tight a Lid on the Jar?)* Children do not criticize one another on a good firefly hunt. Everyone is clearly giving his or her best effort.* The group eagerly seeks out new and better ways to realize a successful result.* In the end, there is joy in what they accomplished together. Douglas provides much to think about and implement: Two key components drive powerful teams: where they're going and how they're going to work together to get there. The answers to these questions are inextricably tied. It simple means asking, you want to capitalize on team members' unique differences to what end? You want to promote creativity and innovation targeted toward which business objectives, problems, or opportunities? The team leader's job is to create the fertile environment and clarify the landscape so that everyone knows what is important. Set the stage for the team's success, and make effective functioning a priority. People can then make their own decisions--from compliance to commitment, from forced effort to discretionary effort--based on the best possible information that you can give them. You tend to have a very different perspective from the top--directing the change happening to those below you--then when you are the person to whom this change is being made. Your role as the leader is to...help them see your perspective and perceive how these seemingly disparate projects and initiatives all fit under the large umbrella of a critical new strategic direction. Without this common understanding, you lose the power of their coordinated, focused efforts. In the end, Douglas illuminates the idea that "a single person has a substantial amount of power to truly make a difference in an organization by first believing in something, and then taking action on it." That's leadership.

2 of 2 people found the following review helpful. Practical, Actionable, Infinitely Readable! By Marilyn T. Mobley Some authors come up with a clever title and then write the book to make the content support the moniker. Not Kimberly Douglas. She has been "the firefly lady" for as long as I've known her, several years at least. Now, she has finally put into book form the great information and guidance she has been successfully sharing with clients for decades. If you've ever been on a project team that just "clicked" perfectly, that was creative, fun to participate in and productive, you've probably wondered to yourself, "Why can't they all be like this?" In this book, Kimberly argues that they can. She has created a step-by-step guide to harnessing the unique talents of each individual on a team in a way that honors their need to contribute in a meaningful way while ensuring egos don't clash. She teaches how everyone can benefit from one another, and how to get the project done on time, within budget and in an exceptional way. Using the firefly as a clever metaphor, Kimberly takes into account just about every problem that arises on a team and offers solutions through real-life case studies and anecdotes. Can't think of anything creative? Wish you had been put on a different team? Think a team mate isn't pulling his or her weight? Maybe it's the boss who is the problem Or perhaps the team is dysfunctional because people on it don't believe in the mission of the work they're suppose to be doing together. This book addresses all that and more with actionable advice you can put to work immediately. *The Firefly Effect* is the kind of book managers will want to give their staffs and staffs will want to give their managers. I hope they do, too, because, as Kimberly points out, successful teams are never one-sided. I usually do my reading a Kindle 2, but this is one book I keep close at hand and refer to the many highlighted passages as I go about my workweek.

2 of 2 people found the following review helpful. Practical creativity By Rebecca Gregory I enjoyed Kim's book very much. These are the ideas that resonated most with me. We all have creativity within us. As she said, creativity doesn't always take the form of fine art. In a

practical day-to-day sense it is about looking at something differently and taking a new or different approach. It made me appreciate my own creativity. Conflict and creative abrasion. That really opened my eyes to how conflict can be constructive. Intellectually I know that, but this concept drove it home. Last night at a meeting we experienced some conflict and this concept helped provide some perspective for me. Change is necessary. It is to be expected and used creatively. I sometimes resist change, and this was an especially useful thing for me to hear right now. Kim's writing is solid, eloquent and frequently elegant. She told some good stories that illustrated her points well. I enjoyed the references to SHRM Atlanta because it brought the book closer to home for me. I feel like Kim opened herself a lot in this book and I appreciate getting to know her better as a result.

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 leader is keeping too tight a lid on the jar (and team innovation is gasping for air) How to get inventive when it rains on your firefly hunt (or parade of ideas) What happens when everyone is too busy to join in (and group problems remain unresolved)

Praise for the *Firefly Effect* "Insightful, fun, and transformative, Kimberly Douglas weaves practice and analogy into chapters that will spark the creativity of individuals, leaders, teams, and their organizations!" -Marshall Goldsmith NYT and WSJ #1 bestselling author of *What Got You Here Won't Get You There* "The *Firefly Effect* debunks the myth that creativity is an exclusive gift, shared by a select few. It provides real-world tools to unleash and direct the creative spark that lives in everyone and make teams more effective by celebrating and leveraging their differences." -Brad Shaw Senior Vice President, Corporate Communications and External Affairs, The Home Depot "The *Firefly Effect* brings it all together. For seasoned leaders to emerging leaders, Kimberly Douglas outlines the tools, processes, and methods along with the rationale to know which to apply and when. The *Firefly Effect* is the first book that simplifies the complexity of team dynamics and exposes the fun of creating great teams." -Haven Riviere Vice President, Marketing Operations, The Coca-Cola Company From the Inside Flap *The Firefly Effect* Build Teams That Capture Creativity And Catapult Results Creative, effective teams often make the difference between stunning success and abject failure in business. But, like catching fireflies on a warm summer night, chasing creativity and bottling it up in your teams is no easy task. The *Firefly Effect* explores that metaphor to reveal what it takes to build the kind of teams that collaborate and create effectively and profitably. In this practical yet inspiring guide, human resources consultant and business expert Kimberly Douglas explains how business leaders like you can capture those creative fireflies and build them into teams that produce tangible, long-term results. The *Firefly Effect* is what happens when you ignite the creative spark in enough of your group to create a blaze of new and innovative thinking. It leads your people and teams into a zone of intense teamwork and dedication, enthusiasm for achievement, unfettered creativity, and contentment with a job well done. The *Firefly Effect* leads to much more than just great business results; it also leads to employees who are proud of their jobs and invested in something more meaningful than mere "work." When done right, the *Firefly Effect*: Lets individuals rediscover their unique and creative talents and best apply them within your organization Turns business leaders from autocrats into consensus-building role models Leverages the talents of individuals into a collective that focuses on critical business challenges rather than petty personal issues When you roll all those things together, you can achieve virtually anything. In each chapter of *The Firefly Effect*, you'll find inspiring stories, practical tools, and real guidance for building teams that truly work together. Plus, you'll learn: What to do when the creativity dries up How to know when you need a new approach What to do when team leaders start to stifle creativity How to synchronize everyone's effort to deliver powerful impact and stunning success From the Back Cover Praise for the *Firefly Effect* "Insightful, fun, and transformative, Kimberly Douglas weaves practice and analogy into chapters that will spark the creativity of individuals, leaders, teams, and their organizations!" -Marshall Goldsmith NYT and WSJ #1 bestselling author of *What Got You Here Won't Get You There* "The *Firefly Effect* debunks the myth that creativity is an exclusive gift, shared by a select few. It provides real-world tools to unleash and direct the creative spark that lives in everyone and make teams more effective by celebrating and leveraging their differences." -Brad Shaw Senior Vice President, Corporate Communications and External Affairs, The Home Depot "The *Firefly Effect* brings it all together. For seasoned leaders to emerging leaders, Kimberly Douglas outlines the tools, processes, and methods along with the rationale to know which to apply and when. The *Firefly Effect* is the first book that simplifies the complexity of team dynamics and exposes the fun of creating great teams." -Haven Riviere Vice President, Marketing Operations, The Coca-Cola Company "In this fast-paced and very readable book, Kimberly Douglas, herself a successful entrepreneur and valued consultant to numerous nimble and effective companies and their high-achieving executives, shares the lessons that propelled her remarkable accomplishments and that will motivate and assist each reader!" -David A. Jones Sr. Cofounder and Chairman

Emeritus, Humana Inc. "An incredible resource. Regardless of where you are in your career, The Firefly Effect will provide you with practical, easy-to-implement recommendations that will improve the effectiveness of staff meetings as well as ensure your success in orchestrating complex strategic planning meetings." -Janet Parker, SPHR Executive Vice President, Regions Financial Corporation 2007-2008 Chair, SHRM Board of Directors "Kimberly Douglas vividly brings to life the metaphor of the firefly hunt, providing us with measurable and actionable items that can lead to tangible business results." -John Saunders Vice President of Human Resources, UPS