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## The Manager's Guide to Fostering Innovation and Creativity in Teams (Briefcase Books Series)

*Dr. Charles Prather*

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**Dr. Charles Prather : The Manager's Guide to Fostering Innovation and Creativity in Teams (Briefcase Books Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Manager's Guide to Fostering Innovation and Creativity in Teams (Briefcase Books Series):

0 of 0 people found the following review helpful. A book you will use...By Steve FeldThis is a great book for those people who want to go beyond an academic understanding of innovation to the creation of an organization built around innovation; an organization that enables their people to maximize individual and team creativity for the benefit of all. Early in the book Dr. Prather makes the point that "there cannot be innovation without risk," then proceeds to teach the reader how to systematically create a culture of innovation that maximizes the opportunities available while managing the associated risks. Throughout he emphasizes the systemic nature of innovation, the recurring themes and human factors involved, the potential pitfalls, the research and experience based 'how-to's,' and the ways you can motivate in an innovative environment. (Those who have read Dr. Prather's previous work know that he has been studying and writing about intrinsic versus extrinsic motivation for years and he does a great job in this book helping the reader think about how to actually apply appropriate motivational strategies.) Chapter 12 is worth the price of the book all by itself. Think about how many times you have heard someone say "our people are our most important asset?" And yet, it is very common to assume that capable people can do any task that may be assigned. Dr. Prather helps the reader understand how devastating this assumption can be and how important it is to ensure that people have responsibilities that match their skill set. The concept of "coping energy" described in this chapter is absolutely eye-opening. This is a book that will stay on your desk rather than gather dust on your shelf. 0 of 0 people found the following review helpful. Brilliant! Better than I expected. By Matt S When I bought the book, I expected it to be just a reference guide describing how to generate new ideas and how to teach these techniques to my staff. Well, it turned out to be much, much better than I expected. Maybe I should just say this - This book is brilliant! I was very impressed with both content and the end results I was able to derive from it. I've never been able to solve problems as effectively as I can after reading this book. It really gets you to think differently. This book presents several frameworks that help you be more creative. It helps you come up with new ideas by challenging assumptions. It also talks about leadership, change management, and making innovation a part of the corporate culture. It talks about motivation; if you think you know how to motivate people, think again! It also talks about high performance teams. This book provides numerous examples supporting the various ideas presented in the book. 0 of 0 people found the following review helpful. A Practical Field Guide to Innovation By Reed Felton Charlie's book on Innovation and Creativity for Teams is a pragmatic and rewarding book to read. I have seen Charlie in action and his book reflects the practical experience he has learned from his days at Dupont and since then. For a consultant in the innovation business, it provides a handy resource for any facilitator charged with making a business more competitive. This book can help you avoid the costly "coblabberation" meetings that often pass for brainstorming. With a penchant for process, and knowing what the keys to unlocking problem solving are, this book can help transform nearly any dedicated team into a productive, idea generating body with real results.

Unleash your employees' hidden talent for innovation and creativity—the key to organizational success! For any organization competing today, nothing is more important than building teams of creative thinkers and problem solvers. With practical, simple-to-implement leadership techniques, Managers' Guide to Fostering Innovation and Creativity in Teams explains how you can Create an environment that gets people thinking creatively Align teams to work toward creative, original solutions Lead the charge toward a newly innovative organization Build a self-sustaining culture of innovation Use Managers' Guide to Fostering Innovation and Creativity in Teams to generate better business ideas, create a more compelling workplace, and lead your company well into the twenty-first century. Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: Clear definitions of key terms, concepts, and jargon Tactics and strategies for driving innovation and creativity within teams and organizations Insider tips for getting the most innovative and creative thinking from your teams Practical advice for building creative teams Warning signs when creating teams focused on innovation and creativity Stories and insights from the experiences of others Specific creative-thinking procedures, tactics, and hands-on techniques

About the Author Charles Prather, Ph.D., is president of Bottom Line Innovation Associates, Inc., a firm that helps organizations develop innovation as a core competency.