

When Sparks Fly: Harnessing the Power of Group Creativity



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When Sparks Fly: Harnessing the Power of Group Creativity

Where do the best creative ideas come from? Most managers assume that it's the readily identifiable "creative types" that offer the quickest route to out-of-the-box thinking. Yet, say Dorothy Leonard and Walter Swap, most innovations spring from well-led group interactions. The authors sweep aside conventional thinking about creativity and offer proven strategies for stimulating and directing the group dynamics that lie at the heart of innovative thinking. When Sparks Fly outlines and analyzes each step in the creative process and gives practical suggestions for managing teams. According to Fortune, "The insights in the lively book could turbocharge your team (and maybe even your career)."



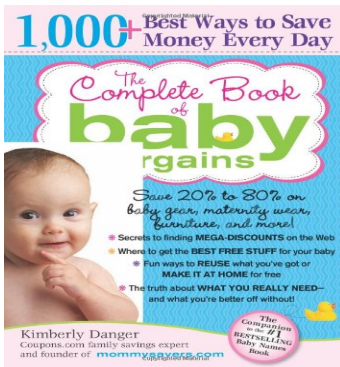
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Wednesdays With Wooden

Dr. Michael Levi, a Southern California podiatrist, as a youth admired UCLA basketball Coach John Wooden. He attended several of his summer camps and regularly went to UCLA basketball games at Pauley Pavilion with his father, Myron "Mike" Levi. Through a series of events, Dr. Levi became the Coach's podiatrist in his later years. While some doctors play golf on Wednesdays, Dr. Levi set aside time on Wednesdays to visit Coach Wooden at his home in Encinitas, California. Besides easing the pain the Coach suffered in his feet, a special bond between the two developed and many topics were discussed. This book is tribute to both Coach Wooden and Dr. Levi's late father. Both passed in 2010.



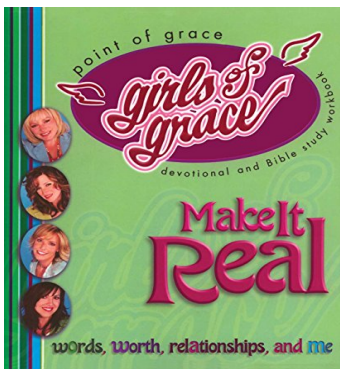
The Complete Book of Baby Bargains: 1,000+ Best Ways to Save Money Every Day

How to get the best for your baby on a budget Yes, you really can afford it all! The Complete Book of Baby Bargains is the one-stop bargain resource for every parent-to-be, with over 1,000 ideas used by real parents to save 20% to 80% on everything for baby. The Best Money-Saving Se



The Journey to the West, Revised Edition, Volume 2

Anthony C. Yu's translation of The Journey to the West, initially published in 1983, introduced English-speaking audiences to the classic Chinese novel in its entirety for the first time. Written in the sixteenth century, The Journey to the West tells the story of the fourteen-year pilgrimage



Girls of Grace Make it Real

The Girls of Grace conferences have inspired thousands of young women across the globe. Now, Make It Real, based on the 2005-2006 Girls of Grace conference theme, inspires each and every girl to see herself through God's eyes and be the person He wants her to be. Point of Grace is: Shelley, Denise,

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Review 1:

It's written at a third grade level so fear not. Just make sure you pick up on the verbiage for your next business meeting. You don't want to look like your not in the know when your sitting next to Bob.

Review 2:

Received item as advertized.

Review 3:

When Spark Fly is an exciting walk through the creative process. It is full of actionable guidance for companies looking to spark their creative engine.

Review 4:

In Leonard and Swap's book, "When Sparks Fly: Igniting creativity in groups," the authors acknowledge that with the right physical and psychological group environment, creativity can easily emerge from all members of a group. This creativity can be brought forth in groups ranging from five to five-thousand. The authors present their views and information in a congenial way, which gives the book a lighter sense. Their overall intention was not to create a guide which would be viewed as mentally cumbersome to absorb, but rather to write a book which bestows fresh ideas upon the reader in a non-technical way.

The book begins by challenging the typical myths associated with creativity, and subsequently proving them to be incorrect. The authors assert that by using certain motivational and managerial techniques, greater overall creativity can be achieved, even by those who would not typically be referred to as the "creative" type.

The chapters cover all of the basics of group formation and management, beginning with basic creative group problems, addressing techniques with which to harness creativity and keep it focused in the right direction, and leaving the reader with the knowledge and motivation to foster the proper environment for the foundation and formation of a creative group. This is achieved through a five-step process defined by the authors as: 1) preparation, 2) innovation opportunity, 3) generation of options, 4) incubation, 5) the convergence on one option. These steps are intuitively arranged and thoroughly explained throughout the course of the book.

Overall, this book seeks to leave you with the idea that creativity, while an inherit ability to some, can also be thought of as a process. Once creativity is learned to be viewed as a process, many new avenues with which to inspire creativity can be realized and achieved through careful manipulation of the work environment. These authors truly provide a great prospective on a somewhat perplexing topic to most managers.

Review 5:

THis book shows how the true creativity (the one for everyday work) arises and how managers should do in their corps to leverage this invaluable asset.

When Sparks Fly: Harnessing the Power of Group Creativity ...

When Sparks Fly: Harnessing the Power of Group Creativity Paperback – February 10, 2005. ...

Dorothy Leonard is the William J. Abernathy Professor of Business Administration Emerita at Harvard Business School. Walter Swap is the former dean of The Colleges and professor of

psychology ...

When Sparks Fly – Harnessing the Power of Group Creativity

When Sparks Fly – Harnessing the Power of Group Creativity. By Dorothy Leonard and Walter Swap. Harvard Business School Press, 1999. This book is about how groups of people working together can innovate. The authors start off by exploding a few myths: • Creative output depends on a few often flamboyantly different ...

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Citation: Leonard, Dorothy, and Walter Swap. **When Sparks Fly: Igniting Creativity in Groups.** Boston: Harvard Business School Press, 1999. About the Author. Photo · Dorothy A. Leonard. William J. Abernathy Professor of Business Administration, Emerita. View Profile » · View Publications ». More from the Author.

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Feb 1, 2005 ... Dorothy Leonard-Barton,Walter C. Swap: **When Sparks Fly : Harnessing the Power of Group Creativity** Download Link: >>&...

When Sparks Fly: Harnessing the Power of Group Creativity

Leonard-Barton. Title : **When Sparks Fly: Harnessing the Power of. Group Creativity.** Page : 256 pages. ISBN : 9781591397939. Format : Paperback. Language : English. Author : Dorothy Leonard-. Barton. Synopsis : Where do the best creative ideas come from Most managers assume that it s the readily identifiable creative ...

Creativity Idea Generation & the Systematic Approach for Creativit

When Sparks Fly: Harnessing the Power of Group Creativity. Harvard Business School Press. 1999. 22. Leves, Lynne. **Breakthrough Creativity: Achieving Top Performance Using the Eight Creative. Talents.** Davies-Black Publishing. 2001. 23. Li, Charlene and Bernoff, Josh. **Groundswell: Winning in a World Transformed by ...**

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