

# TOOLS, TECHNIQUES, AND TIPS THAT TRANSFORM PERSONAL CREATIVITY INTO BUSINESS INNOVATION AND GROWTH



**WHO:** Jeff DeGraff, Professor of Executive Education at the University of Michigan's Ross School of Business.

**WHAT:** *Creativity at Work: Developing the Right Practices to Make Innovation Happen* by Jeff DeGraff and Katherine A. Lawrence (July 2002, Jossey-Bass, \$29.95, ISBN: 0787957259).

**WHEN:** Interviews via phone anytime, or in person during select dates of the Media Tour.

**WHY:** DeGraff is an entertaining guest expert who will offer practice advice for business executives at all levels on how to harness creativity to produce value while working within the constraints of their company's organizational structure and culture.

Popular topics include the myths and misunderstandings about how creativity works in the workplace, as well as recognizing the different types of creativity in yourself, your team, and your organization and utilizing this knowledge to grow your business.

He has the answers to common scenarios such as "I'm creative, but my company is not; or, "I'm creative, but my boss is not;" and, "Creativity, that's the responsibility of research and development, right? Not my job."

## CREATIVITY AT WORK REVIEWS

*"...the well presented ideas are relevant to us all..."*  
**Professional Manager**

*"Creativity isn't just the province of artists, writers and musicians. It's an important business commodity, the spark that enables companies to launch or improve products, services and processes. In **Creativity at Work**, authors Jeff DeGraff and Katherine A. Lawrence...contend that the challenge is matching creative personalities to desired outcomes. There are four basic kinds of creativity... You may find each kind of creative profile in your workforce, and, at some point, you will need each kind of creativity. To maximize creativity, managers must "blend" the creative types represented on their team."*

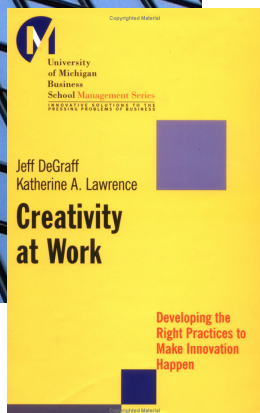
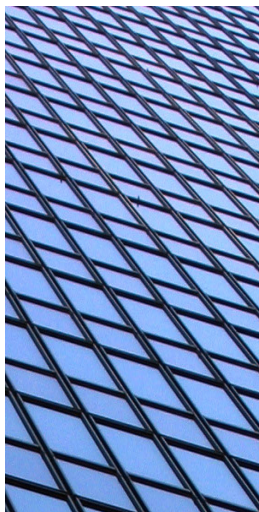
**HR Magazine, Books in Brief**

*"Here, at last, is a legible roadmap for the innovation journey. This is the book that can lead managers and executives to the spot marked, 'You are here,' as well as provide solid tools and practical advice for moving forward."*

**Michael Thompson, Chair, Department of Organizational Leadership and Strategy, Marriott School, Brigham Young University**

*"This book integrates the perspectives of investors, strategists, organizational developers, and individual managers to summarize practices that stimulate innovation in an organization and provide tools for increasing creativity. The book is useful for anyone seeking to manage creativity practices within an organization, department, or team."*

**Book News**





# SUMMARY OF CONTENTS

Although many leaders acknowledge and invest in creativity, we seldom see it hold a credible place in the business development process. *Creativity at Work* takes a practical approach to creativity, showing how to select practices to produce results and add value utilizing the Creativity Genome™. The authors explain how to:

- Understand the creative preferences of organizations, departments, work groups, and individuals;
- Identify and compare the different creativity profiles that describe specific purposes, practices, and people;
- Produce the desired results by developing the right practices;
- Blend creativity practices to meet the complex needs that characterize most work situations;
- Develop required creative abilities in a team and in oneself.

SAMPLE INTERVIEW QUESTIONS	
	Define creativity. How are personal and business creativity different?
	Why do some companies manage to be extremely creative and innovative, while others are not?
	How important is a company's culture in shaping creative projects?
	What practices kill creativity?
	Any tips on jump-starting creative projects?
	How do you evaluate the status quo of creativity and innovation in your business? In your managers? In your employees?
	Would you share some 'creativity at work' success stories?
	How do small companies differ from large companies in their approach to creativity?
	Why doesn't the 'one-size-fits-all—best practices' approach work when addressing creativity in the workplace?
	In the book, you present four profiles of creativity, would you discuss how they play a role in strategic planning and innovation?
	What external forces can shape a company's creativity, constrain or enable it?
	How do you build a team to be creative?
	Where can I buy your book or go to contact you for consulting services?