



Idea Stormers: How to Lead and Inspire Creative Breakthroughs

By Bryan M Mattimore

Audible Studios on Brilliance, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Every organization needs a steady supply of fresh, relevant ideas, but managers can't just lock teams in a room with a mandate to brainstorm and hope for the best. Ideation is both a science and an art, and when group ideation processes are well-designed and well-facilitated, anyone can generate an abundance of creative, implementable options, not to mention true breakthroughs, for any business need. Drawing on his work leading high-stakes ideation sessions at over 300 organizations, Mattimore explains the how, what, and why of successful ideation and provides a framework for when and how to apply various techniques. This audiobook: Identifies Mattimore's top ideation and innovation techniques (including brainwalking, finding inspiration in worst ideas, the unexpected effectiveness of wishing, and more) and lays the groundwork for you to invent successful processes of your own. Tells real stories of ideation at work in Mattimore's consulting business, including how Ben Jerry's named a new strawberry fudge flavor, how Thomas invented a new, healthier English muffin that now accounts for over 30% of its sales, how IBM transformed the culture of one of its divisions to...



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