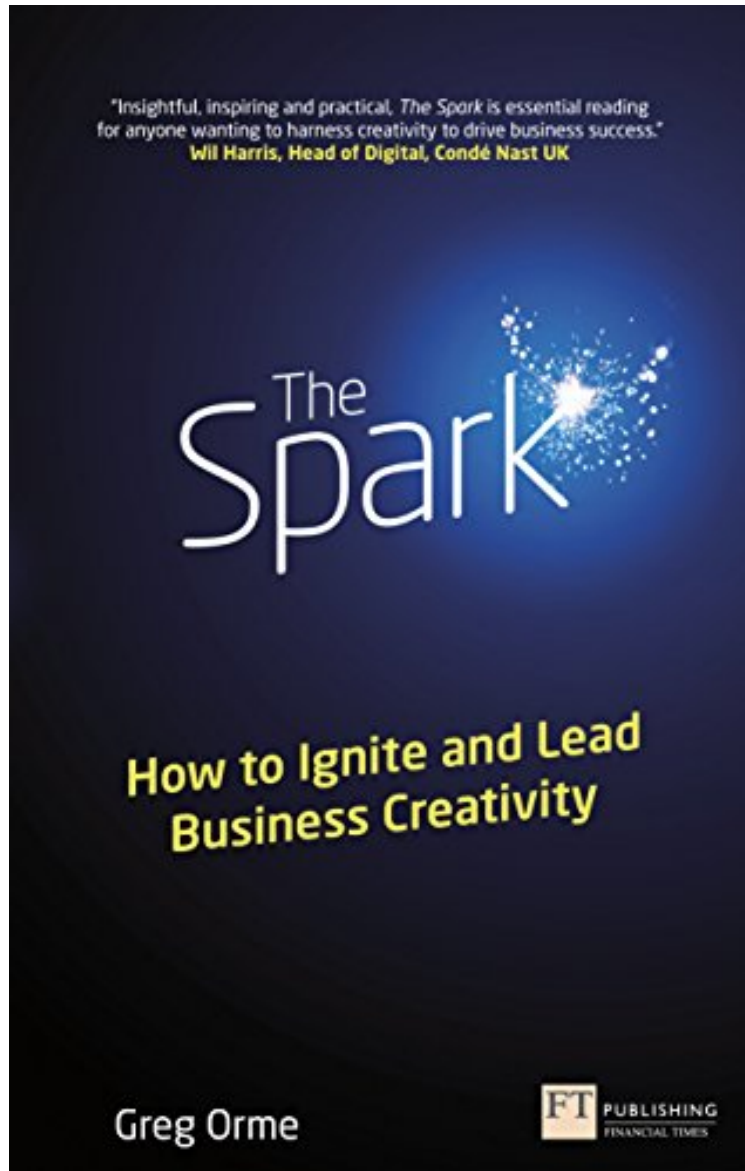


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The Spark: How to Ignite and Lead Business Creativity (Financial Times Series)

Greg Orme

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Greg Orme : The Spark: How to Ignite and Lead Business Creativity (Financial Times Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Spark: How to Ignite and Lead Business Creativity (Financial Times Series):

1 of 1 people found the following review helpful. Great read for teams needing to maintain creativity through major business transitions By Jill As head of the communications department for an organization that is going through a huge

amount of change this year, I had my global team read this book so they would stay committed and focused on maintaining creativity and innovation through the transition. Greg provides ideas and process behind how to "create" creativity and innovation - really spelling it out. Sometimes when you are so focused on the day to day pressures you are faced with going through a major change, a detailed "guide" is needed to get you going. It was an easy read for me and my team - a light read combining humor and insight to keep you interested until the end. Highly recommended for teams going through business change in need of a "spark" to keep the creativity going. 0 of 0 people found the following review helpful. A great read! Damian F. Brave Man Media

Includes interviews with Gail Rebeck (CEO of Penguin Random House), Sir John Hegarty (Founder of BBH) and Stuart Murphy (Director of Entertainment Channels at Sky) Def: Spark (n) - an elusive moment when a new idea strikes that has the potential to transform the way you do business. Big or small, new ideas are the lifeblood of all successful businesses. They are responsible for higher profits, quicker growth and game-changing innovations. But how do you foster a creative culture, nurture new ideas and manage the people behind the electricity? The Spark answers these questions and more, unravelling the mystique around business creativity and offering 10 practical steps to building an innovative team and becoming an inspiring creative leader.

From the Back Cover Includes interviews with Gail Rebeck (CEO of Penguin Random House), Sir John Hegarty (Founder of BBH) and Stuart Murphy (Director of Entertainment Channels at Sky) Def: Spark (n) - an elusive moment when a new idea strikes that has the potential to transform the way you do business. Big or small, new ideas are the lifeblood of all successful businesses. They are responsible for higher profits, quicker growth and game-changing innovations. But how do you foster a creative culture, nurture new ideas and manage the people behind the electricity? The Spark answers these questions and more, unravelling the mystique around business creativity and offering 10 practical steps to building an innovative team and becoming an inspiring creative leader. About the Author Greg is an author, speaker and leadership consultant who ignites "The Spark" in people and organisations. He (gregorme.org/) works with senior executives to develop business strategies for transformational change, effective communication and teamwork and inspiring, creative leadership and management. Based on over 20 years working within the digital media and marketing sectors he specialises in helping organisations and teams which need to manage for proactive engagement, creativity and innovation. Greg connects with clients such as Sky, Ogilvy Mather, the International Olympic Committee, The World Economic Forum, Aardman Animation, Randstad Group, and Virgin Media through his own consultancy, Kirkbright. He's also an associate programme director at London Business School ranked in the top five global business schools. Between 2004 and 2008 Greg was CEO of the Centre for Creative Business at London Business School. Prior to gaining an MBA at London Business School Greg spent ten years as a journalist where he was part of the management team at ITN's award-winning Channel Five News.