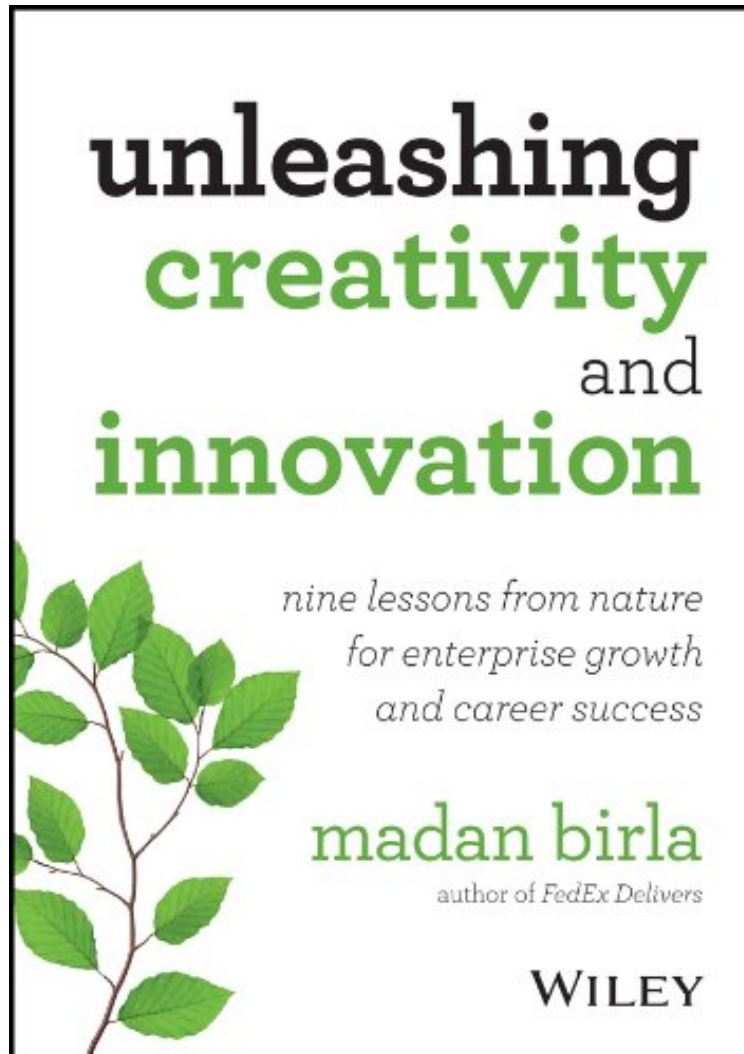


(Read now) Unleashing Creativity and Innovation: Nine Lessons from Nature for Enterprise Growth and Career Success

Unleashing Creativity and Innovation: Nine Lessons from Nature for Enterprise Growth and Career Success

Madan Birla

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



READ ONLINE

#1859210 in eBooks 2013-09-25 2013-09-25 File Name: B00EFB48PI | File size: 29.Mb

Madan Birla : Unleashing Creativity and Innovation: Nine Lessons from Nature for Enterprise Growth and Career Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Unleashing Creativity and Innovation: Nine Lessons from Nature for Enterprise Growth and Career Success:

3 of 3 people found the following review helpful. Enterprise Growth Simplified By James A Baker III Madan Birla delivers a simple book to help get to the essence of what will drive next generation companies forward. The cultures set forward by so many companies stifle innovation at its roots and foster a culture of "busyness" instead of business. This leads to the unhealthy fog of the daily routine that surrounds those that we need to innovate and leads to

mediocrity. Read this book if you want to grow your enterprise! 2 of 2 people found the following review helpful. A Must read for LeadersBy Dallas_buyerVery inspiring book based on great examples from real life. Great work by author like his previous books "FedEx delivers" and "Balanced Life". 0 of 0 people found the following review helpful. Excellent!By Laura :-)This little book is a quick read but packed with great inspiration and food for thought! It will really get you thinking about things in new ways and remind you that you need to be brave!

Creativity and innovation are the keys to both organizational growth and successful careers. People understand this, but they do not know how to unleash their natural creative potential. Drawing upon his twenty-two years of first-hand experience helping FedEx grow into a global icon and the last ten years consulting around the world, Madan Birla provides proven and practical answers. Readers will learn How to build a reputation as a creative thinker and become management's go-to person for innovative business solutions Four steps for unleashing their creative potential and generating creative ideas Four communication skills to gain acceptance of your ideas Two words that guarantee promotions How to minimize internal and external negative influences that obstruct creative energy flow How to stop self-censoring and how to confidently express their ideas How to trust that all the resources for germinating creative ideas are within them

From the Inside FlapIn your drive for growth you're not alone if you've been searching for answers to questions like these: How can I sustain enterprise growth in today's highly competitive global economy? How do I enhance my chances for promotion? How do I add the most value now that I've moved into management? Drawing on his 22 years at FedEx and the past 10 years consulting with leaders around the world, Madan Birla provides proven and practical answers to those questions. Creativity and innovation are the keys to both organizational growth and successful careers. People understand this, but don't know how to unleash their creative potential. In *Unleashing Creativity and Innovation*, you will master the Four steps for unleashing your natural creative potential and generating creative ideas Four communication skills to ensure acceptance of your ideas Two key leadership skills for engaging your team in developing and successfully implementing creative ideas Two words that guarantee promotions Along the way, you will also learn how to Get the recognition you deserve Minimize internal and external negative influences that obstruct creative energy flow Start operating at the next level Stop self-censoring and confidently express your ideas Trust yourself that the resources for germinating creative ideas are within you Use the power of positive speaking Build your reputation as a creative thinker Become management's go-to person for innovative business solutions The book's nine lessons are supported by in-depth conversations with successful individuals representing a wide variety of industries and professions—people just like you, who started at entry-level positions. The book also draws on the wisdom of Emerson and Einstein and presents practical ideas from leaders at Google, Twitter, International Paper, Microsoft, IBM, PG, , Netflix, GE, Intuit, and other innovative organizations.

From the Back CoverPraise for *Unleashing Creativity and Innovation* "As a business visionary and experienced engineer, Madan inspires us with stories of breakthrough innovations and provides a step-by-step guide for how we can make a creative difference in our careers and companies." —Ethan Willis, New York Times bestselling coauthor of *The One Minute Entrepreneur* and CEO of Prosper, Inc. "Madan is a great storyteller who offers simple, practical, and very actionable insights in *Unleashing Creativity and Innovation*. Very impressive." —Sanjay Khosla, former President, Kraft Foods Inc. "As a manager of both experienced professionals and newer employees, I see practical applications with the nine lessons. The concept of growth in nature having parallels with creativity and innovation is an easy concept to grasp." —Brian Spangler, Field Sales Vice President, Maybelline "Every CEO I've worked with needs creative ideas from people at all levels of the organization. Madan provides proven and practical steps for unleashing personal creativity and moving up the ladder." —Vijay Govindarajan, Professor of International Business, Tuck School of Business at Dartmouth and coauthor of the bestseller *Reverse Innovation*

About the AuthorMADAN BIRLA is a speaker, consultant, and trainer for companies around the world. A veteran of FedEx for 22 years, he was a member of FedEx's Long Range Planning Committee where he worked closely with founder and CEO, Fred Smith, in developing and implementing innovative business growth strategies. Praise for *Unleashing Creativity and Innovation*