

Be the Innovators: How to Accelerate Team Creativity

Peter Ling

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Peter Ling : Be the Innovators: How to Accelerate Team Creativity before purchasing it in order to gage whether or not it would be worth my time, and all praised Be the Innovators: How to Accelerate Team Creativity:

Want to know how creative people innovate? This book gives you models and practices that you can use with your

team to help you be the innovators of your organisation. Organisations are growing in a complex technology-driven environment and chief executives have expressed the need for more creative employees to steer innovation. *Be the Innovator* provides readers with ideas for benchmarking best practices in innovation, empowering creative excellence, leveraging collective growth and connecting a spectrum of individual and team ideas. Based on the belief that innovations change people's lives, Peter Ling provides insights into innovative individuals, companies and countries. He illustrates how to empower employees to engage in corporate mission, values and vision. This is a practical book for private, public and non-profit organisations to develop and refine leadership skills through innovation. It will trigger new creative connections in readers' minds to help accelerate innovation through team creativity. It will also accelerate your personal, team and group creativity processes to help your corporation innovate in many ways. This book will show you:

- The similar benchmarking practices of the late Steve Jobs and Lee Kuan Yew
- The leveraging of corporate mission, values and vision statements as innovation enablers
- The use of innovation time by world-class innovators such as Apple, Google, 3M, Amazon.com, Procter Gamble (PG), Microsoft, Facebook and IBM
- The crowdsourcing strategy of PG to supplement its RD staff
- The creative contests Unilever runs to tap the global creative playground
- The creative methods of innovative organisations such as IDEO design firm, Apple, Unilever, Samsung, PG, 3M, Pixar and the Virgin Group
- The Challenge-Ideas-Action or CIA philosophy that underpins most creative thinking tools
- The inter-connected creative thinking tools that originated in America, Europe and Russia, for example, Creative Problem Solving Process, Synectics innovative problem solving, lateral thinking, Six Thinking Hats, mind mapping, TRIZ and many more.

"Ling [provides] a clearly sourced, cleanly written compendium of ideation and innovation tools, processes, and resources. This is an extremely useful gazetteer and annotated bibliography on the subject. Those seeking additional information on specific topics can use this text as a springboard for further research and discussion. The practical illustrations and cases spur new 'creative connections.' Summing Up: Highly recommended. All readership levels." -- M. M. Feeley, University of California, Berkeley

About the Author Peter Ling
Dr Peter Ling is with the School of Media and Communication, RMIT University. He has been Deputy Dean since 2011 responsible for discipline clusters and recently the international portfolio. Before he entered academia with Edith Cowan University, he had worked in team creativity consulting, advertising agency management, marketing communication consultancy, public relations and journalism. He has worked in Singapore, Taipei, Perth and Melbourne, including training attachments with Young Rubicam Advertising in New York and Lintas Advertising in Sydney. He has written hundreds of industry articles and cases for various publishers and is the lead author of *Consumer Behaviour in Action* (OUP).