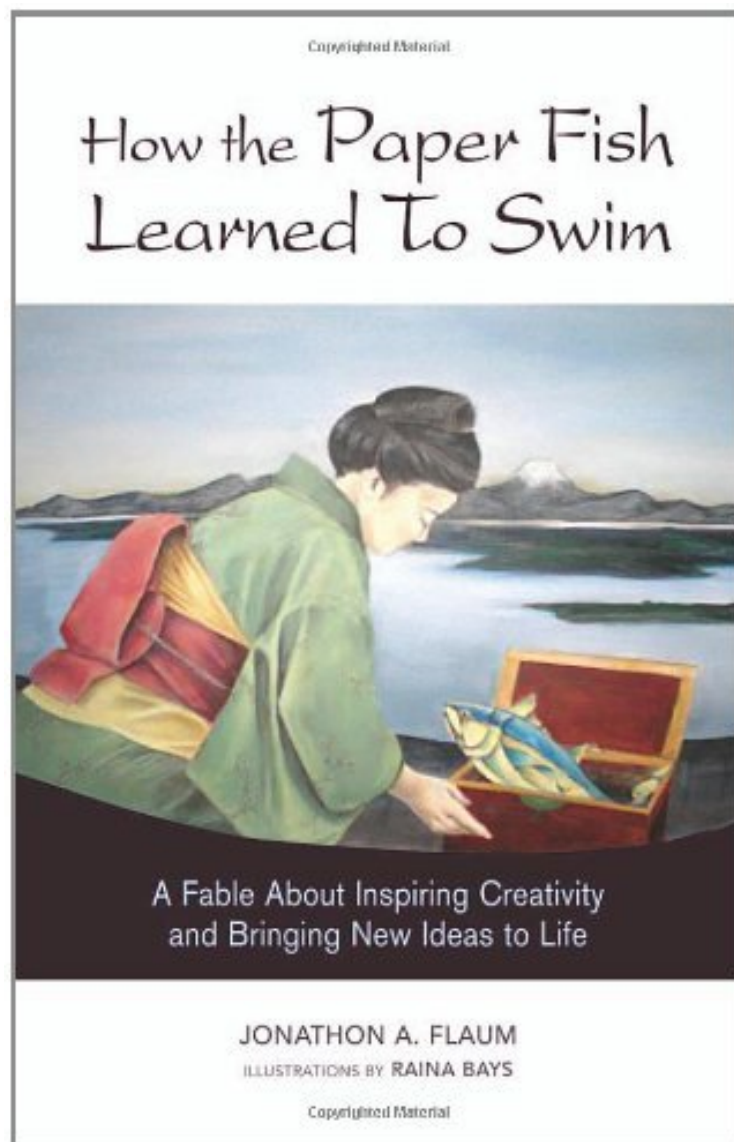


[Mobile pdf] How the Paper Fish Learned to Swim: A Fable About Inspiring Creativity and Bringing New Ideas to Life

How the Paper Fish Learned to Swim: A Fable About Inspiring Creativity and Bringing New Ideas to Life

Jonathon A. Flaum

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Jonathon A. Flaum : How the Paper Fish Learned to Swim: A Fable About Inspiring Creativity and Bringing New Ideas to Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised How the Paper Fish Learned to Swim: A Fable About Inspiring Creativity and Bringing New Ideas to Life:

3 of 3 people found the following review helpful. Using a Parable to illustrate the process of innovationBy Mohan

Babu K In the book, Jonathon builds the story by illustrating a parable of Origami master and her creation, the Paper fish that learns to swim. Using this parable, Jonathon attempts to illustrate the `process' of innovation. I particularly found the case study on the small-town Newspaper, Maple, intriguing. How it is trying to innovate to remain relevant in the digital world. However, I come away with a feeling that the author seems to be trivializing the dynamics of innovation. Extending the case-study in the book: if it were as simple to emulate the success of Maple, local Newspapers and media chains across America and elsewhere wouldn't be struggling. They would just pick a lesson out of Maple's success story. Note to self: Not all Paper Fish, even those created by skillful Origami masters CAN swim. But there again, if a Paper Fish's `time has come' ... maybe! Similarly, an `innovation' will succeed if its `time has come'?

How the Paper Fish Learned to Swim presents a fable as a springboard to unlocking creativity and innovation in the workplace. In a Japanese fishing village, an origami master's creation begs to live in a real ocean. Sure she is making the wrong choice, the master releases her paper fish, and amazingly it becomes real, if only for a short time, proving that an idea cannot be truly realised until it is set free. The story is followed by an outline for a practical process for encouraging and harnessing ideas, and the book also includes questions and discussion points. As beautifully illustrated as it is gracefully told, this book is both an enveloping read and a powerful workplace tool. Key features: The author is a graceful, subtle writer who brings the fable to bear on current business and management issues without beating the reader over the head. WriteMind's client list includes Faith Popcorn's Brain Reserve, The University of Southern California, CJM Financial, The LSU Law Center, Euro RSCG Life, University of North Carolina Asheville Leadership Programs, and dozens of other organisations and institutions.

ldquo;hellip;this is both an enveloping read and a powerful workplace tool.rdqquo; -Business Times (New Haven, CT)
""The Paper Fish Process has been an extremely valuable tool that has enabled my team of highly committed individuals to dream big, debate intensely, and actually turn these ideas into actionable experiments in the field. For a brand leader in a highly competitive market, there is nothing like a tool that can energize a group of individuals and ultimately end up with a dynamic, executable plan. Paper Fish is that tool!"" -- Christopher Posner, Senior Product Manager, Endo Pharmaceuticals ""Through his engaging parable and exercises, Jonathon Flaum explores the very essence of the creative process, striking just the right balance between inspiration and application. Moreover, his thoughts on collaboration are as relevant to team building and development as they are to innovative idea generation. How the Paper Fish Learned to Swim should be required reading for leaders and managers in any field who care about getting the very best creative thinking from their people."" -- Lee A. Davies, Senior Vice President, Ogilvy Public Relations Worldwide ""This is a timely book dealing in an elegant and creative way with an important behavioral/attitude issue. The reading is captivating because it triggers important questions applicable to day-to-day decisions. The book brings imagination to another level. The author presents a powerful message that should be valuable to entice 'out of the box' thinking for anyone seeking a way to a more constructive, productive, and enjoyable business and personal life."" -- Dr. Nicolas Bazan, Director, Louisiana State University Neuroscience Center of Excellence" About the Author Jonathon A. Flaum is founder and CEO of WriteMind Communications, a consulting firm specializing in public communications skills and organizational creativity. He is also coauthor of The 100-Mile Walk. He lives in Asheville, North Carolina.