

[Free download] The Truth About Creativity: Rules are there to be challenged

## The Truth About Creativity: Rules are there to be challenged

*Patrick Harris*

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**Patrick Harris : The Truth About Creativity: Rules are there to be challenged** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Truth About Creativity: Rules are there to be challenged:

0 of 2 people found the following review helpful. Another misleading book title .....By MovieMusicThis book should be called, "The Truth About Organizational Systems". But how many copies would it sell? The author uses the word "creativity" as a Trojan Horse to build a career selling services and advice about systems and processes and

structures and strategies to control business outcomes - the antithesis of creativity. He has an MBA - a Master of Barefaced Arrogance. When you get an MBA you have passed beyond the ability to have a creative thought. If the book had the title I gave it above, I would give it a higher rating. Selling that title would be a true test of knowledge about creativity.

The Truth About Creativity provides a practical and example-laden journey through creativity and its talent-releasing benefits for organisations, teams and individuals. Many of the truths are new perspectives on well-known creativity topics and will teach you how to: capture and use half-thoughts in the workplace; use alternative techniques to brainstorming; realise ideas must get complex before they get profound; succeed with a pound; 10 budget; build momentum to take people with you; test the validity of ideas with a 5 minute business plan; recognize the customer isn't always right; but listen to them anyway; and more.

Creativity is an essential skill in business and life, and yet most people are never formally educated in the topic. Patrick has devoted his career to both practicing and teaching creativity in everyday situations. You may be seeking a broad overview, some illuminating examples, a few practical techniques for that project on Monday; or all of the above. If you can't work directly with Patrick, then get this book. Jason Brown, Vice President Marketing and Customer Loyalty, eBay; Patrick Harris provides the manual and the toolkit here which is both easy to follow and to use. This is essential when the implications are potentially so profound. Breaking the shackles of uniform thinking and tapping into this reservoir of latent ingenuity may well make the difference between business success and failure. It may also be the difference between human survival and extinction. It is therefore an undertaking of great value, and one that is all the more commendable because of its easy to digest layout and prose. Simon Large, Finlays, Commercial Director; Patrick changes the way people think about life and the world around them. The Truth About Creativity captures who Patrick is - a shaper of ideas and people. This book will draw you in and provide you with a compass to unlock your own creative capabilities. Andrew Jackson, Ministry of Economic Development, NZ; Are you a monkey, dolphin, lion or elephant? Do you know the difference between "urgent" and "important"? Two fascinating facts I learned from Patrick's wonderful book on Creativity. Packed with questions and challenges, this is a must-read for anyone needing to understand creativity. Ian Ryder - Deputy CEO, British Computer Society; The Truth About Creativity could not be more timely. With extraordinary insight and understanding, Patrick Harris has gently and systematically taken the reader through a process that demonstrates that we all can be creative. The Truth about Creativity is much more than an exemplary guide about fostering and promoting creativity, it is at the same time a welcome roadmap that marks out essential steps for moving from the seeming stagnation of the present to a richly creative future. Randolph Kent, PhD, Director, Humanitarian Futures Programme, Kings' College, London; Thinking creatively is what drives Patrick to get out of bed each morning. The Truth About Creativity embodies the thoughts of a man who really enjoys challenging people to think differently. It's great to see his techniques eventually captured on paper in such an easy-to-use and succinct fashion. Andrew Culpan, Co-Founder Aroxo Former Vice President Strategy MTV Networks; A unique perspective on creativity based on Harris's practical experience and his passion for promoting originality and imagination in business. His truths are delivered in a simple structure that is usable and accessible to everyone, making you want to change the way you do things...now! Jeanette Purcell, Chief Executive, Association of MBAs; This book debunks the idea that creativity requires total freedom or even anarchy; instead it provides a framework of wonderfully engaging and practical ideas to flex the creativity muscle. Most importantly it doesn't read like an instruction manual, but is more like a very tempting recipe book; and one where you can't wait for the next meal. Harry Rich, Chief Executive, Enterprise Insight; Entertaining us with countless stories, riddles and jokes, Patrick Harris expertly leads us out of the proverbial box and into the playground, where he urges us to be bold, to recognise, value and unleash our inherent creativity. James Goodman, Head of Futures, Forum for the Future Patrick clearly illustrates in his book that it is not about to be or not to be creative as a personal characteristic, but it is about how to learn to be more creative as an individual and an organization. Willem Manders, Strategy, Change and Assurance Manager, EP Learning, Shell Exploration and Production; Patrick is an excellent listener and in many ways personifies "The Inquisitive Naturalist"; He takes a rare and wonderfully child-like delight in delving, de-bunking and divulging; and that is one of my definitions of creativity. Peter Kyle, Chief Executive, The Shakespeare Globe Trust; If Patrick Harris' book on creativity were a cake you'd want to gobble it down in its entirety immediately! It's deliciously excellent. Camila Batmanghelidjh, Founder, Kids Company; Patrick's book could do for creativity what Christopher Booker did for story telling with his Seven Basic Plots - just with more humour! Alex Batchelor, Executive Vice President; Marketing, TomTom; "The Marvels of this book are like a well rehearsed play, each session an enjoyable and entertaining read that makes the reader giggle; a true game changer;" Ambition, The Association of MBAs From the Back Cover Everybody is creative Through a powerful set of "home-truths", you'll discover how creativity is the key to finding

new solutions and developing dynamic cultures. You'll find out not only how to harness your own creativity, but how creativity can be used to unlock the talent in others, benefitting teams, organisations and individuals alike. Blunt, honest and concise, you'll find the truth, plain and simple. 46 proven creativity principles and techniques that work. Simply the best thinking THE TRUTH AND NOTHING BUT THE TRUTH If this book was a cake, you'd want to gobble it down in its entirety immediately! It's deliciously excellent.

Camila Batmanghelidjh, Founder, Kids Company

Patrick takes a rare and wonderfully child-like delight in delving, de-bunking and divulging; and that is one of my definitions of creativity.

Peter Kyle, Chief Executive, The Shakespeare Globe Trust

About the Author Patrick Harris is the definitive blue-sky thinker, driven by an ultimate desire to reach practical, workable solutions. He is appreciated for his ability to inspire creativity in individuals, distil strategies into actionable plans and generate powerful momentum inside organisations. Much of his expertise and recognition emanates from his work as Director of Creativity for the Orange Group. Working for the executive board, Patrick co-designed and managed the corporate strategic think tank that underpinned the company's strategy during the octane-fuelled period of 1998 - 2002. After leaving Orange, he founded thoughtengine, a consultancy working in numerous sectors and focusing on creativity, strategy, brand and futures. Patrick enjoys helping people and organisations to resolve complex issues and to employ inspired strategies.

He is a former non-executive Director of France Telecom UK RD and is currently a Director of Medinge, a brand think tank focusing on furthering the humanitarian efforts of brands and their organisations - <http://www.medinge.org/>. Patrick is recognised as an engaging and thought-provoking speaker.

Patrick was born in the USA and complemented his early career with ten years of competitive water skiing. He holds a BSc and an MBA (Hons), is married with two children and lives in London. He can be contacted via thoughtengine - <http://www.thoughtengine.co.uk/>.