

Creativity at Work: Developing the Right Practices to Make Innovation Happen (J-B-UMBS Series)

Jeff DeGraff, Katherine A. Lawrence

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Although many leaders acknowledge and invest in creativity, we seldom see it hold a credible place in the business development process. *Creativity at Work* takes a practical approach to creativity, showing how to select practices to produce results and add value. The authors explain how to:

- Understand the creative preferences of organizations, departments, work groups, and individuals
- Identify and compare the different creativity profiles that describe specific purposes, practices, and people
- Produce the desired results by developing the right practices
- Blend creativity practices to meet the complex needs that characterize most work situations to develop required creative abilities in a team and in oneself



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