

# **Innovation & Creativity Resource List**



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**Books**

**(THE) ART OF INNOVATION – LESSONS IN CREATIVITY FROM IDEO**, 2001, 307 Pages

By: TOM KELLEY

This book enlightens, entertains and teaches indirectly by telling great stories, mainly of how the best ideas for creating or improving products or processes come not from laboriously organized focus groups, but from keen observations of how regular people work and play on a daily basis. On nearly every page, we learn the back-stories of some now-well-established consumer goods, from recent inventions like the Palm Pilot and the in-car beverage holder to things we nearly take for granted. Best of all, Kelley opens wide the doors to IDEO's vibrant, sometimes wacky office environment, and takes us on a vivid tour of how staffers tackle a design challenge: they start not with their ideas of what a new product should offer, but with the existing gaps of need, convenience, and pleasure with which people live on a daily basis, and that IDEO should fill.

**(THE) BACK OF THE NAPKIN**, 278 Pages

By: DAN ROAM

The author draws on twenty years of visual problem solving combined with recent discoveries in vision science. He shows how to clarify a problem or sell an idea by visually breaking it down using a simple set of visual-thinking tools. His strategies take advantage of everyone's innate ability to look, see, imagine and show.

**CREATING BRILLIANT IDEAS**, 1999, 185 Pages

By: ALICE STEINBART

This book provides 24 breakthrough tools, which are catalysts for creativity. Learn the techniques used by creative people throughout the centuries. Flourish and prosper with new ideas.

**(THE) CREATIVITY TOOLS MEMORY JOGGER – POCKET GUIDE FOR CREATIVE THINKING**, 1998, 177 Pages

By: DIANE RITTER & MICHAEL BRASSARD

This guide is the best source for you and everyone in your organization to learn how to generate new ideas when solving problems, developing new products, and improving business processes.

**(THE) INNOVATOR'S DILEMMA – WHEN NEW TECHNOLOGIES CAUSE GREAT FIRMS TO FAIL**, 1997, 252 Pages

By: CLAYTON M. CHRISTENSEN

This book has the author asking why some well-managed companies that stay on top of new technology and practice quality customer service can still falter. His own research brought a surprising answer to that question. Christensen suggests that by placing too great an emphasis on satisfying customers' current needs, companies fail to adapt or adopt new technology that will meet customers' unstated or future needs, and he argues that such companies will eventually fall behind. He calls this phenomenon "disruptive technology" and demonstrates its effects in industries as diverse as the manufacture of hard-disk drives and mass retailing. He goes on to offer solutions by providing strategies for anticipating changes in markets.

**(THE) INNOVATOR'S SOLUTION – CREATING AND SUSTAINING SUCCESSFUL GROWTH**, 2003, 304 Pages

By: CLAYTON M. CHRISTENSEN and MICHAEL E. RAYNOR

Drawing on years of in-depth research and illustrated by company examples, the authors argue that innovation can be a predictable process that delivers sustainable, profitable growth. They identify the forces that cause managers to make bad decisions as they package and shape new ideas, and offer new frameworks to help managers create the right conditions, at the right time, for a disruption to be successful.

**(THE) RISE OF THE CREATIVE CLASS – AND HOW IT'S TRANSFORMING WORK, LEISURE, COMMUNITY & EVERYDAY LIFE**, 2002, 434 Pages

By: RICHARD FLORIDA

Millions of Americans are beginning to work and live the way creative people like artists and scientists always have – and as a result our values and tastes, our personal relationships, our choices of where to live, and even our sense and use of time, are changing. Leading the shift are the nearly 38 million Americans in many diverse fields who create for a living the Creative Class. In this book, the author chronicles the ongoing sea change in people's choices and attitudes and describes a society in which the creative ethos is increasingly dominant. With updated city rankings and a new preface, this is the national bestseller that swept the country and showed how the very future of our cities depends on a new economic class.

**SERIOUS CREATIVITY – USING THE POWER OF LATERAL THINKING TO CREATE NEW IDEAS**, 1992, 338 Pages

By: EDWARD DE BONO

With this book, creative genius and best-selling author Edward de Bono brings right up to date his landmark concept of lateral thinking, incorporating twenty-five years of extensive practical experience in the deliberate use of creativity and producing the fundamental book on deliberate creative thinking. Serious Creativity makes creative thinking a usable skill.

**(THE) TEN FACES OF INNOVATION – IDEO’S STRATEGIES FOR BEATING THE DEVIL’S ADVOCATE & DRIVING CREATIVITY THROUGHOUT YOUR ORGANIZATION**, 2005, 266 pages

By: TOM KELLEY

The author reveals the strategies IDEO, the world-famous design firm, uses to foster innovative thinking throughout an organization and overcome the naysayers who stifle creativity. Filled with engaging stories of how companies like Procter & Gamble, BMW and Samsung have incorporated IDEO’s thinking to transform the customer experience, this book is an extraordinary guide to nurturing and sustaining a culture of continuous innovation and renewal.

**THINKERTOYS – A HANDBOOK OF CREATIVE THINKING TECHNIQUES**, 2<sup>nd</sup> Edition, 2006, 394 pages

By: MICHAEL MICHALKO

The author reveals life-changing tools that will help you think like a genius. From the linear to the intuitive, this comprehensive handbook details ingenious creative-thinking techniques for approaching problems in unconventional ways. Through fun and thought-provoking exercises, you will learn how to create original ideas that will improve your personal life and your business life. The author’s techniques show you how to look at the same information as everyone else and see something different.

**WHO’S YOUR CITY – HOW THE CREATIVE ECONOMY IS MAKING WHERE TO LIVE THE MOST IMPORTANT DECISION OF YOUR LIFE**, 2009, 392 pages

By: RICHARD FLORIDA

It is a mantra of the age of globalization that where we live doesn’t matter: we can innovate just as easily from a ski chalet in Whistler or a beach house in the Caribbean as we can in the office. According to the author, this theory is plain wrong. Globalization is not flattening the world, it’s making it “spikier.” This book proves that choosing the place we live is the single most important decision we can make. It has a profound impact on our lives: our career paths, social networks, family and lifestyle choices, the wealth we accumulate and our overall happiness.

**DVDs**

**CELEBRATE WHAT’S RIGHT WITH THE WORLD** (22 min DVD, includes leaders guide and workbook on CD)

Do we choose to see possibilities? Do we really believe they’re there? Dewitt Jones assures us that there is always more than one right answer. This inspirational, best-selling training program helps us recognize the possibilities and find solutions for many of the challenges before us. Stunning photography and powerful dialogue help viewers approach their lives with celebration, confidence and grace.

**CHANGE AND INNOVATION THROUGH BRAINSTORMING** (15 min DVD, includes leaders guide, training materials on CD)

Whether we pursue it, or it is forced upon us, change can make or break any business. Change can be resisted with fear and denial or embraced as fuel for innovation and transformation. Hosted by comedian and author, John Sweeney, this highly engaging program introduces your team to the 8 Secrets of a brainstorming session.