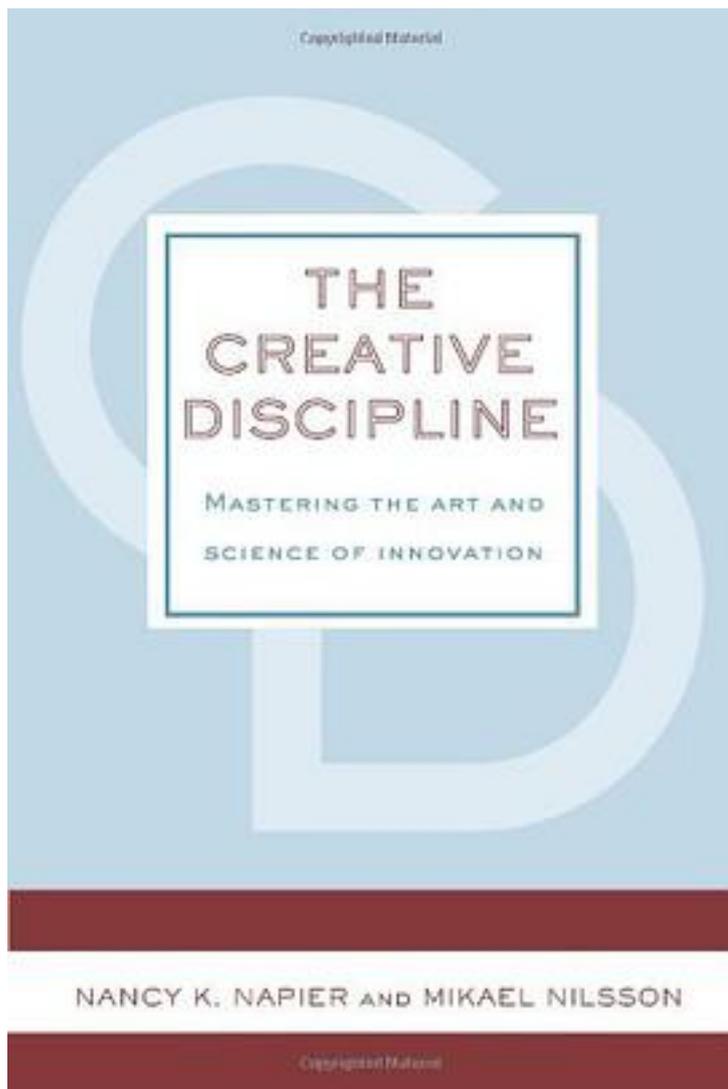


# The Creative Discipline



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This book outlines how an organisation can use proven methods to increase organisational innovation, bringing benefits to profitability. Why are some organisations more creative than others? What sets innovative, high-performing organisations apart? Can creativity and innovation be learned and enhanced? The answer to the last question, say creativity experts Nancy Napier and Mikael Nilsson, is a resounding yes. And with general consensus that creativity and innovation drive business growth, fostering creativity couldn't be more important. In "The Creative Discipline", the authors illustrate six key factors that power creative, high-achieving organisations, and they provide managers with guidelines for incorporating those factors into their own companies. Business people will learn how innovative organisations get superior results from employees not just through disciplined methods of thinking, but also through free-flowing work spaces and work practices that help supercharge the imagination. Combining research on creative organisations in several sectors, this book argues that innovative organisations known for doing things differently (and profitably) approach creativity and innovation in similar, disciplined ways, regardless of industry or field. That discipline fosters new ideas, solutions, and approaches, and it ensures that the flow of creativity is constant. "The Creative Discipline" demonstrates that innovative, high-performing organisations have three disciplines in common: "within discipline" mastery; "out of discipline" thinking; and a disciplined process that leads to innovation. The book explains each factor for creative success in detail and show creativity and innovation at work in a range of sectors from sports to software. It also shows how innovative practices in developed countries like the U.S. and Sweden compare to those in developing countries like Vietnam. Companies can learn to innovate and in the process reap benefits like higher sales and profits, greater productivity - while regaining a valuable element missing in so many workplaces: fun.

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