

Riding the Creative Rollercoaster: How Leaders Evoke Creativity, Productivity and Innovation

Nick Udall

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Leadership is about creating opportunities for individuals and teams in order to cultivate innovation at all levels of an organization. The only way to shape purposeful, meaningful and successful futures is through innovation. This book turns the current understanding of innovation on its head. It explores how innovation is actually a mindset, not a business led process. How we think, relate, learn and organize either moves us towards this mindset or away from it. It's time for leaders to move to a multi-dimensional view of innovation, where creative breakthrough is evoked by design. Rewriting the rules of innovation, each chapter reveals a different part of the puzzle, giving the reader new insights to re-order and re-pattern what leadership in today's world can achieve.



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