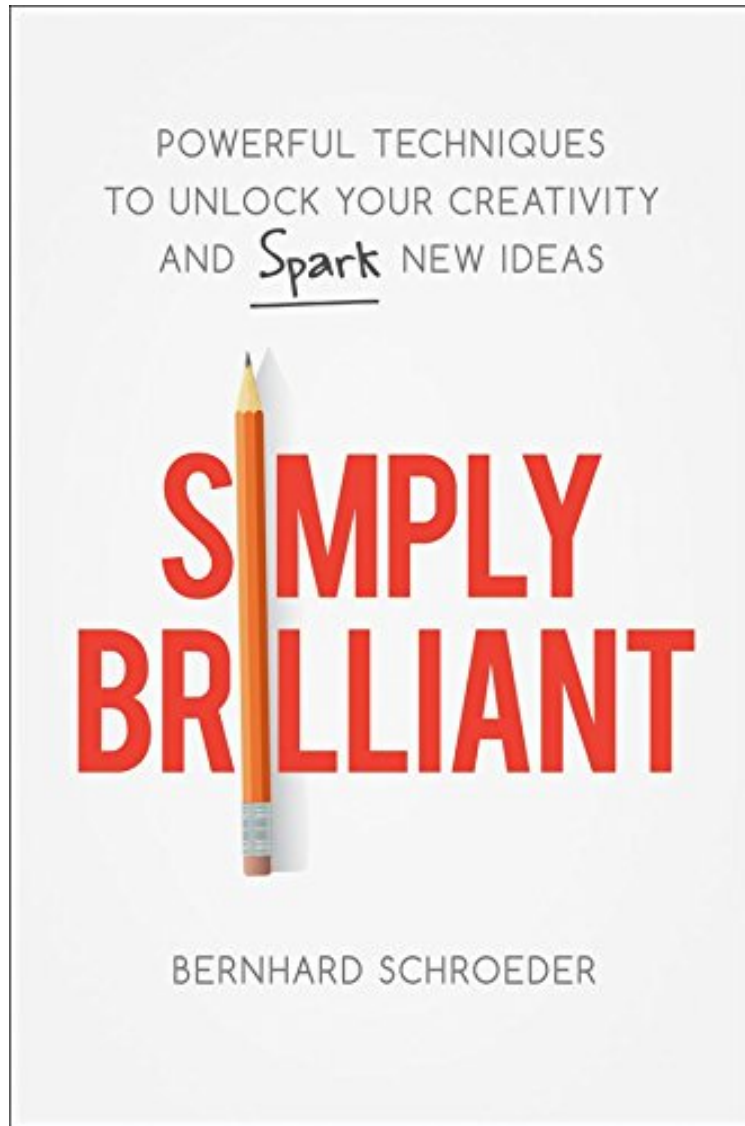


[Mobile book] Simply Brilliant: Powerful Techniques to Unlock Your Creativity and Spark New Ideas

Simply Brilliant: Powerful Techniques to Unlock Your Creativity and Spark New Ideas

Bernhard Schroeder

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Bernhard Schroeder : Simply Brilliant: Powerful Techniques to Unlock Your Creativity and Spark New Ideas before purchasing it in order to gauge whether or not it would be worth my time, and all praised Simply Brilliant: Powerful Techniques to Unlock Your Creativity and Spark New Ideas:

0 of 0 people found the following review helpful. News flash : You too can innovateBy Liz LemanAfter a bit of a sluggish start - I parsing out of layers of key points was a bit drug out, the clarity of Schroeder's framework, the detailed tools and the use of reality based examples make this a must read. If I could mandate one book for college

freshmen, I'd have a hard time not picking this one. 0 of 0 people found the following review helpful. Five Stars
By ivan
Good Information and easy to read
3 of 3 people found the following review helpful. Not your father's brainstorming book
By Daniel B. Beaulieu
This is more than a brainstorming book, much more. In his new book Mr. Schroeder teaches the reader not only how to brainstorm with a group but also how to come up with ideas as an individual in that group as well as alone. Probably the most valuable part of this book is when the author lays out some very valuable advice for group sessions. Advice such as the Seven Steps to Effective Brainstorming:
1. Agree on the problem
2. Gather the right team and the available data
3. If possible, break down the problem
4. Go for as many ideas as possible
5. Don't criticize as ideas are evaluated
6. Combine several ideas to create an amazing new idea
7. Fairly judge the created ideas for the best ones that solve the problem
All good stuff. And for even more fun here are some of the things you should do if you want to kill a brainstorming session:
1. Have senior management speak first, in order of importance. (Been there done that wat a buzz kill)
2. Having everyone go around the table. (Absolutely right on. People come up with ideas when they come up with ideas, on their own not when they are supposed to come up with them on cue).
3. Bringing only "Look Alike" team member experts. (A whole room full of people who look and think alike is not going to produce new or at least different ideas).
4. Only hold brainstorm sessions off-site. (Of course this is dumb. Work in your own environment. This is just another version of coming up with new ideas on cue. And of course, when you are installing a new system like "Lean Manufacturing" for example you should be on site and in the right departments to have an effective brainstorming session).
5. Encourage professional behavior, no silly stuff. (Amen, this is no time to play dumb games that will interfere the pure process of brainstorming and idea generation).
6. Having everyone take copious notes. (You're not thinking freely if you are taking notes all the time.)
You can tell that I like this book, I read it twice and then passed it on to one of my associates who is in the middle of implementing "Lean Manufacturing" into one of his clients' facilities right now and has already adapted many of the ideas and techniques from the book into his project. Good book filled with good ideas.

What if you could brainstorm innovative solutions to your company's challenges? What if you could dream up new businesses that capture markets? What if you could tap the creative genius driving Silicon Valley's success stories? The truth is you can! Analytical thinkers, numbers people, non-artists—everyone can generate imaginative ideas. All it takes is letting go of the "I'm not creative" mindset and employing a proven process. Using his CreativityWorks framework, creativity and innovation expert Bernhard Schroeder explains how to break out of your mental box, reignite natural curiosity, and move step by step through a set of exercises that help individuals and teams:
Fuel creativity through tight deadlines
Create more ideas in brainstorming sessions
Radically improve products
Find inspired solutions using IdeaGen, SCAMPER, Observation Lab, Tempero, the Phoenix List, and other tools.
From surroundings that spur interaction to culture that promotes creativity, Simply Brilliant opens the door to imagination and limitless opportunity.

"Aren't there truly enough 'how to be creative' workbooks on the market?... Schroeder proves that there's more than enough room for a how-to-brainstorm tome, especially when he defines the right circumstances to encourage innovation."
--Booklist
"A valuable addition to anyone's thought library."
--Booklist
From the Inside Flap
Some people feel they are not creative, but in fact everyone is. You just need the knowledge, the mindset and the information to unlock your potential. Why? Because your future success depends on your ability to be creative and solve problems. Simply Brilliant strips away the mystery of the creative process and offers you tools to solve problems in new ways. Filled with stories from some of the world's most innovative companies and entrepreneurs, as well as highlights from the latest creativity research, the book helps you:
• Stop wondering if you're creative or not—you are!
• Adopt a growth mindset that pushes past mental blocks
• Create a stimulating workplace culture and environment
• Instill a sense of mission into teams
• Correctly identify your customers' pain points
• Analyze and define actual problems
• Run brief, focused brainstorming sessions
• Generate ideas with proven tools like SCAMPER, IdeaGen, the Phoenix List, Blue Ocean Strategy, Tempero, and Observation Lab
• Use iteration to improve on existing products or services
• Gather information by paying attention to your surroundings
• Focus your efforts on the largest target segments
• Gain confidence in your ability to innovate
Whether you're leading a company, a team, or kicking around ideas for a startup, everyone has the creative capacity to discover unmet customer needs, combine existing products in unexpected ways, and bring new products to market that are useful, desirable, and simply brilliant. Bernhard Schroeder is a director at the prestigious Lavin Entrepreneurship Center at San Diego State University, where he also teaches entrepreneurship and creativity courses. Previously a senior partner at the global CKS Partners, he delivered marketing and brand expertise for , Yahoo, Apple, Nike, and other major companies and startups. The author of Fail Fast or Win Big, he mentors more than 20 startup founders in Austin, Texas, San Francisco, and San Diego. From the Back Cover
Fire Your Creativity and Fuel Your Career!
What if you could brainstorm innovative solutions to your company's challenges? What if you could dream up new businesses that capture emerging

markets? What if you could tap your own creativity and ignite your career? The truth is, you can! Analytical thinkers, numbers people, non-artists—everyone can generate imaginative ideas. All it takes is letting go of the “I’m-not-creative” mindset and putting a proven process to work for you. Using his CreativityWorks framework, creativity and innovation expert Bernhard Schroeder explains how to break out of your mental box, adopt a growth mindset, reignite natural curiosity, and move step by step through a set of exercises that help individuals and teams:

- Fuel creativity through a proven framework
- Create more relevant ideas in brainstorming sessions
- Radically improve existing products or services
- Find inspired solutions using IdeaGen, SCAMPER, Observation Lab, Tempero, the Phoenix List, and other tools

From changing the physical workplace to spur interaction . . . to nurturing a culture that promotes creativity . . . to applying tools that generate more and better ideas, *Simply Brilliant* opens the door to spark your imagination and ignite your creativity.