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# Creativity at work: developing the right practices to make innovation happen

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Abstrak

This book provides a comprehensive map of creativity at work that will help you recognize your creative situation and act accordingly. With this systematic approach, you can diagnose and assess what practices will work best for your circumstances. We provide examples from a variety of firms and tools that meet the requirements of each type of situation. Whether you are a top executive steering your firm or a manager responsible for a single unit, this book is for you. Chapter One defines creativity and introduces the four major types of creativity on our map, which we characterize as profiles: Imagine, Invest, Improve, and Incubate. Each profile is best suited to certain kinds of business purposes, and each has its own distinctive practices. Furthermore, the four profiles can help you understand the creative preferences of organizations, departments, work groups, and individuals.