

Book Review**Title of Book: HOW TO: USE INNOVATION & CREATIVITY IN THE WORKPLACE****Author:** Patrick Collister**Year of Publication:** 2017**Name of Publisher:** Bluebird Pan Macmillan 20 New Wharf Road, London N1 9RR**ISBN:** 978-1-5098-1445-9 **Total Page No.** 202*Sabzar Ahmad Peerzadah¹*

Overview: How to use Innovation and Creativity in the Workplace is packed with straightforward and practical strategies that are easy to incorporate into day-to-day working, regardless of one's profession. It explains how to inspire coworkers to share their ideas and achieve significant and beneficial improvements. Moreover, the book leads us to the basic question; how to have an idea? It is not like a video on YouTube teaching the steps on how to repair a car. It just pops up into the head. The domain is usually your specialist subject. And that's where, perhaps, this book can help.

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Patrick Collister, a creative director with over 25 years of experience, presents innovative techniques to get the creative juices flowing. "*How to use Innovation and Creativity in the Workplace*" is packed with straightforward and practical strategies that are easy to incorporate into day-to-day working, regardless of your profession. Learn how to inspire coworkers to share their ideas and achieve significant and beneficial improvements. To harness the creative potential and enhance innovation, use technology and digital platforms, challenge traditional work patterns, and engineer working environments. How to have an idea? It is not like a video on YouTube teaching you the steps on how to repair a car. It just pops up into your head, and no one knows where ideas come from or why having ideas is so hard. The domain is usually your

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specialist subject. The more knowledge and understanding you have of the subject, the greater the likelihood that you will be able to have ideas and innovate. And that's where, perhaps, this book can help. Following this introduction, the book's review is provided chapter by chapter, for each of the five chapters, in the following parts.

Chapter I defines Creativity: Creativity is about making things: creating. It is the art of making do with what is in front of you. Creativity is an innate human characteristic just about every human being is creative in that he /she can make things. Hence, creativity is an evolutionary quirk that occurred some three million years ago, when one of our australopithecine ancestors developed opposing thumbs. In this chapter, the author elaborates on the following four Principles of Creativity:

- 1) *It's about solving problems.*
- 2) *You have to be competitive.*
- 3) *You have to work at it.*
- 4) *You have to accept that you are different.*

Chapter II explains how to be creative as an individual: A condition of creativity is that you (probably) have a wider range of interests than most of the people you know. You are more interested in meaning and interpretations than in facts and figures. You are curious and you are brave in as much as you know you are regarded as a bit eccentric or even a bit batty. So, maybe a good way to start the process of opening up your potential is to ask, who are your heroes? ***Creative Heroes-*** In any job, when you become the go-to person whenever there is a question about it. And that is the precise moment when you need to start a whole new curve of exploration and learning, which over time will lead to growth and prosperity when you must start again. ***Map your doughnut-*** Write down all your attributes including those core ones in the inner circle and additional in the outer circle of the doughnut. By this, not only do you begin to see what your value is to the organization but you get to see what you might do to start a second curve. ***You have to give it time-*** Those who rose to the top were not endowed with a natural gift above and beyond the others. They got to the top through hard work. Yes, the harder you practice the luckier you get. ***Open yourself up to new experiences-*** There are more reasons for not doing something than there are for doing it. Breaking the pattern means you become more aware of

yourself and the environment around you. Inevitably, it means you start noticing things. Maybe you see things you have never seen before. So start with: Reading a magazine you have never read before, try something new for breakfast, and meet a stranger on a train, etc.

Improbable things do not just happen occasionally, they happen all the time. Some people seem to have meaningful coincidences more frequently than others because they put themselves out there. What you may be doing is creating the conditions in which a remarkable change of fortune can happen.

Chapter III elaborates on how to be a creative manager: Although there are certain inventions which changed the face of history like the computer, printing press, fire, the wheel, internet, etc. But most businesses today are driven by innovation. Bringing improved performance and effectiveness to existing ideas. If we agree that creativity is the desire and ability to solve problems and that innovation is how we can test the solutions in the real world, then we have some incredible opportunities both to make money and to make the world safer. The world today faces a huge number of problems and the big problem is that every little problem is connected to another and each has consequences. Together, those consequences pose some very real threats to us as people, as a society, and as a species. Besides, never let a good crisis go to waste. Creativity in extremis has provided some of the great stories of modern times. The consequences of not cracking the problem are too severe. Hence, in the absence of an immediate and pressing danger to your business, the best thing to do is to imagine the worst could happen and plan for it. ***How to create a sense of Security and Psychological Safety:*** If you are the boss and you don't mind playing by the same rules as everyone else, it helps everyone relax. Inspiration comes as often from life outside work as it does from events within. Creative culture is one in which people do not feel inhibited. They feel secure enough within the group to have ideas and share them.

Chapter IV discusses how to put in place a creative process: If you want to innovate, then you have to set up a process that will allow you to. Without process, the people with ideas will be struggling against the tide. ***The creative process:*** James Webb Young (1939) described how the brain works and listed five stages to guide both creativity and innovation.

1. Gather the facts: The whole point about this phase of the creative process is you have to ask a thousand questions. Because suddenly you will find a fact that transforms how you view your problem and your opportunity.

2. Look for a connection: The more facts you have, or the more knowledge you have accumulated, the greater the chance you have of making a new and surprising connection.

3. Walk away from it: W. Young wrote that you should make ‘no effort of a direct nature.’ Allow the unconscious mind to take over. While you are off doing other things, the brain still chunters away looking for connections.

4. Write something, anything: W. Young’s canon is that you have to have gone through phases one to three for a-ha! Moment to happen. Serendipity only happens in the prepared mind. a-ha! Moment won’t come unbidden. You have to coax it. In summary, in this phase, start work. Make mistakes and see where those mistakes lead you.

5. Test it: An idea isn’t an idea when until you test it. The testing phase is the most exciting part. This is when other people start igniting off your spark. It is when ideas scale up and new possibilities emerge which no one had predicted. Snapchat took Evan Spiegel from the breadline to billionaire in two years. The fact is, technology now allows you to be quick. However, at the same time, you need to know when you are done. If you don’t unstick yourself, you will come unstuck. Sometimes bravery is, knowing you have come to a dead end.

Chapter V provides the Creative Tool Box for enhancement of creative and innovative skills: This chapter is called the creative toolbox because it contains several different ways you can arrive at an idea. As rightly said by Edison, “Creativity is 1 percent inspiration and 99 percent perspiration”. So, the first question to ask is: Are you prepared to have an idea? Are you up for the hard work it entails? The creative process has been a creative leap followed by endless testing and improvement of the product (idea). Hence, just: Draw it, Organize a brain dump, Challenge assumptions, Imagine parallel worlds, Think the opposite, Make a wish, Try scenario planning and Have yourself a hack.

To summarise, Creative people use the power of the imagination to project forward in time ideas about how things might work better. The caveat here is that having ideas that will

genuinely make a difference is not easy. This book gives a lot of valuable information which a practitioner ought to know, it paves the way for creativity and innovation in the workplace which an employee/employer is supposed to equip himself with. All in all, this present work by Patrick C. a creative director in training, consultancy, and media, stands head and shoulders above many books on the subject of creativity and innovation. This reasonably priced book deserves serious attention from researchers, practitioners, trainers, consultants, and management students.
