

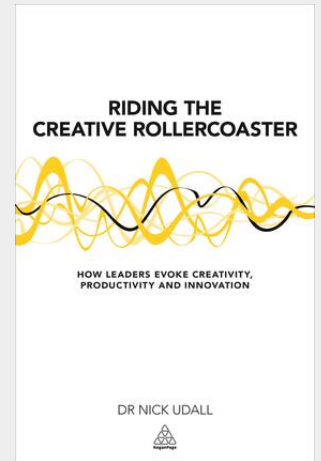
Udall

## Riding the Creative Rollercoaster

How Leaders Evoke Creativity, Productivity and Innovation

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Riding the Creative Rollercoaster is a pioneering new work that turns our understanding of leadership and innovation on its head. Innovation is the holy grail of growth and progress. The challenge lies in evoking the creativity and productivity of teams, functions, organizations and even ecosystems of organizations, in order to catalyze new patterns of thought and action. Nick Udall shares his passion for the future of leadership, and defines a critical threshold that leaders, teams and organizations of all kinds now need to cross in order to help shape more purposeful, innovative and sustainable futures. In doing so, he introduces a groundbreaking set of subtle leadership skills that explicitly link innovation and creativity with specific states and qualities of individual and collective consciousness. And he challenges leaders to learn how to leverage difference, play with new and novel intersections, hold creative tension, and work with collective intelligence, in order to help their teams and organizations powerfully embrace the highs and lows of the creative process.



**16,50 €**

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