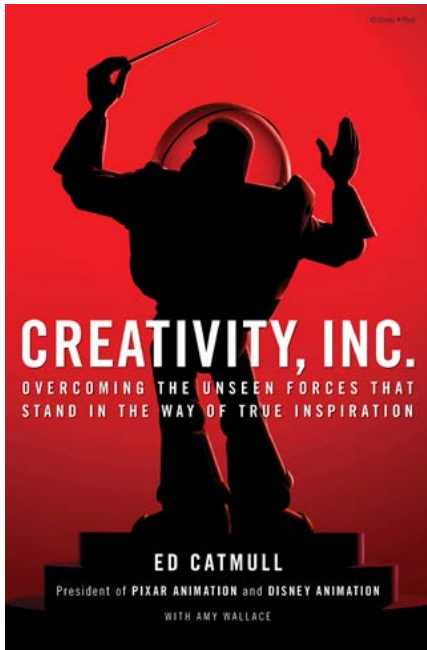


BINDING BOOKS #1



CREATIVITY, INC.

Overcoming the Unseen Forces that Stand in the Way of True Inspiration

Hardcover | 368 pages | ISBN-10: 0812993012

AUTHOR

Ed Catmull

PUBLISHER

Random House | April 8, 2014

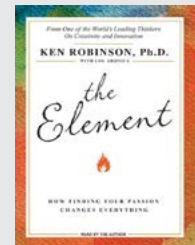
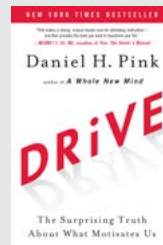
Creativity, Inc. takes an inside look at how Pixar built a creative culture and how it continues to do so. It not only weaves lessons learned from *Toy Story*, *Up*, and *Inside Out* but grants entry into the company's meeting structure, Brain Trust, and Postmortems. This book is not just for creatives but managers and thought leaders interested in fostering creativity in any organization.

SIMILAR TITLES

Drive: The Surprising Truth About What Motivates Us
By Daniel H. Pink

Switch: How to Change Things When Change is Hard
By Chip Heath + Dan Heath

The Element: How Finding Your Passion Changes Everything
By Ken Robinson



MAJOR THEMES + SAMPLE DISCUSSION QUESTIONS

CANDOR



- ◆ How can candor bring together coworkers of varying seniority?
- ◆ Does anyone on the team embody candor?
- ◆ How does candor help this individual be a leader?
- ◆ How does candor help improve our organization?

FAILURE



- ◆ How does ignoring failure change your field of vision?
- ◆ Why does celebrating failure benefit your team?

CREATIVE ENVIRONMENT



- ◆ What are some challenges you discovered building a creative environment?
- ◆ How do the movie examples in Creativity Inc. help the reader understand where to begin with improving an organization's creative environment?

BRAIN TRUST



- ◆ What would a Brain Trust look like implemented at your organization?
- ◆ What projects could a Brain Trust help improve?