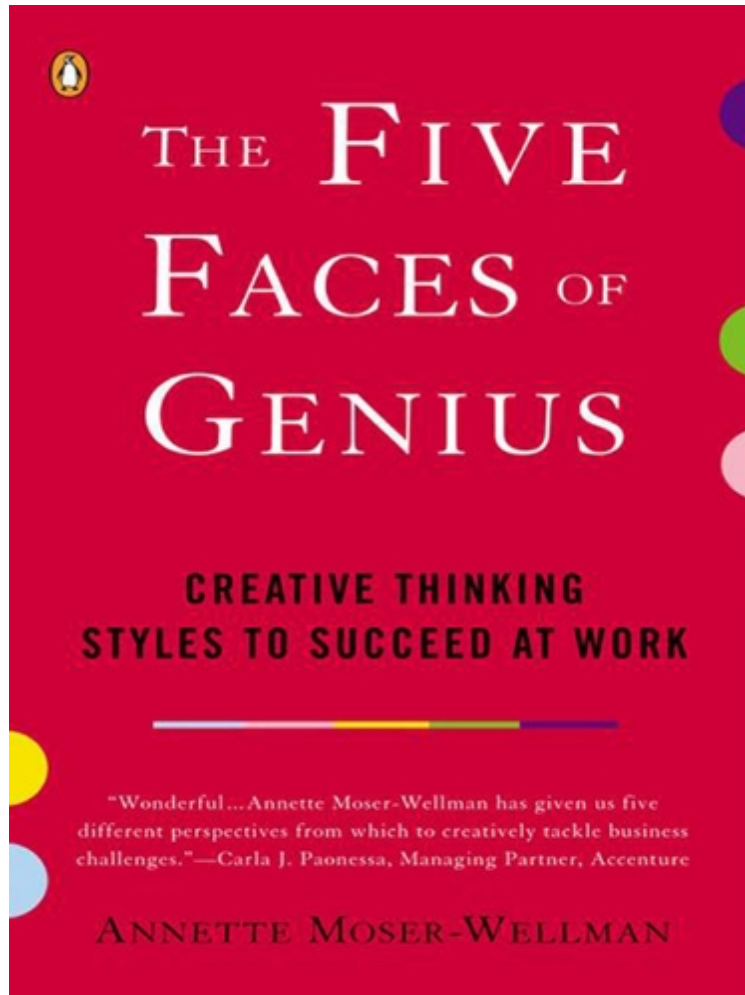


(Get free) The Five Faces of Genius: Creative Thinking Styles to Succeed at Work

The Five Faces of Genius: Creative Thinking Styles to Succeed at Work

Annette Moser-Wellman

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Annette Moser-Wellman : The Five Faces of Genius: Creative Thinking Styles to Succeed at Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Five Faces of Genius: Creative Thinking Styles to Succeed at Work:

0 of 0 people found the following review helpful. Imagine a book that could actually unlock your creative potential. By Doug Really enjoyed this book. People talk about creativity and team building but rarely discuss how to align teams so they are creative. This book provides both the theory and practice to do just that. The five faces make sense and are backed up with great examples. I think the self quiz in my editions key was messed up but you can figure out which faces you tend to leverage just from reading the examples. I did personally think the "fool" was mis-labeled and should have been called "the Maverick" but overall the faces convey unique creative approaches. Definitely think anyone in advertising or marketing should read this book. 1 of 1 people found the following review helpful. Great for

metacognition!By CustomerIf you are interested in understanding your kind of genius, this book is for you. The different faces are well articulated and the knowledge of the distinctive attributes of each one is a good for metacognition. This book has helped several of my students and friends discover more about themselves as learners. A must-read for those who want to discover more about how their respective mind/genius is configured.0 of 0 people found the following review helpful. Finally! Someone explaining this!By Tom SchulteI am so thankful to have come across this book. It helps me understand how creativity is tied to innovation, productivity, and results. I found that my greatest strength was "The Fool" (earning 8 out of 8 points) while also scoring at least 5 out of 8 on each of the other "faces." I will use this as a study guide so that I can better serve my professional clients and in executive coaching. Nice work, Annette!

What do Wolfgang Amadeus Mozart, Leonardo da Vinci, and Ray Kroc, the man who created the McDonald's franchise enterprise, have in common? They have all mastered the skills of creative genius-essential tools in today's business climate.Having researched the lives and techniques of past and present geniuses for this inspiring and provocative new handbook, Annette Moser-Wellman helps workers at all levels build and refine their working styles. These qualities of creativity-drawn from the the realms of art, science, as well as business-make up the five distinct "faces": Seer-the power to image Observer-the power to notice details Alchemist-the power to make connections Fool-the power to celebrate weakness Sage-the power to simplifyMoser-Wellman shows how we can utilize these creative thinking strategies and flourish in the workplace.

"It teaches people about the nature of creativity and how to cultivate it." mdash;Fast Company"Moser-Wellman has given us five different perspectives from which to creatively tackle business challenges." mdash;Carla J. Paonessa, Managing Partner, AccentureAbout the AuthorAnnette Moser-Wellman is the president of Firemark, Inc., a consulting and marketing firm whose clients include Coca-Cola, Kraft Foods, and Hewlett Packard. She is a former director and vice president of Leo Burnett Advertising and is a contributing writer for Brandweek magazine. She lives on Bainbridge Island, Washington.