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20 MINUTE MANAGER

Innovative Teams



Unlock creative energy
Generate new ideas
Brainstorm effectively

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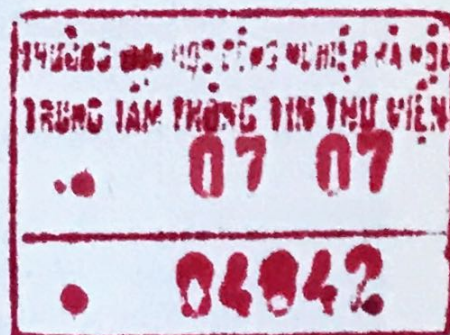
Performance Reviews

Presentations

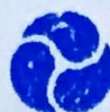
Running Meetings

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Preview

You have a problem: Perhaps your company needs a new service to offer its customers or an internal process is taking too long. Your usual solutions aren't working, so you need something different, something creative. Innovative thinking can help you and your team meet urgent needs or make small but important improvements. This book walks you through each step of the creative process. You'll learn to:

- Build the diversity of your team to maximize creative potential
- Establish the right time and setting for idea generation
- Set ground rules for team interactions

Preview

- Draw on a variety of approaches to crafting ideas
- Narrow down your options to a useful solution
- Instill a culture of creativity within your organization

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Innovative Teams

Whether you're designing a new product or improving processes within your company, harnessing your team's creativity can help solve your toughest problems. **Innovative Teams** quickly walks you through the basics of leading the creative process, including:

- Building a diverse team
- Generating a wide array of options
- Choosing the right solution
- Promoting a culture of creativity

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Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic.

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