



## Creativity Problem Solving: The Brian Tracy Success Library

By Brian Tracy

Gildan Media Corporation, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 140 x 127 mm. Language: English . Brand New. The crucial element separating an exceptional career from a lackluster one is the ability to devise innovative solutions to work challenges. With research showing the direct relationship between ideas and profitability, creative thinking skills are vital to professional advancement. As one of the world's premiere success experts, Brian Tracy knows that creativity can be developed with practice and a few helpful tools. This exceptional audiobook reveals 21 proven, practical techniques listeners can use to immediately begin generating a stream of productive ideas, including how to: Stimulate the three primary triggers to creativityInspire a creative mindset in staff through recognition, rewards, and environmentUse methods such as Brainstorming, Zero-Based Thinking, Nominal Group Technique, and Lateral Thinking to solve problems, improve systems, devise new products, and come up with fresh, exciting marketing anglesAsk focused questions to generate elegant solutionsUnderstand the difference between mechanical and adaptive thinkingRigorously evaluate new ideas.without shutting down the creative impulseContaining mind-stimulating exercises and down-to-earth strategies, this career changing audiobook helps anyone tap into the root source of their own intuitive genius.



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