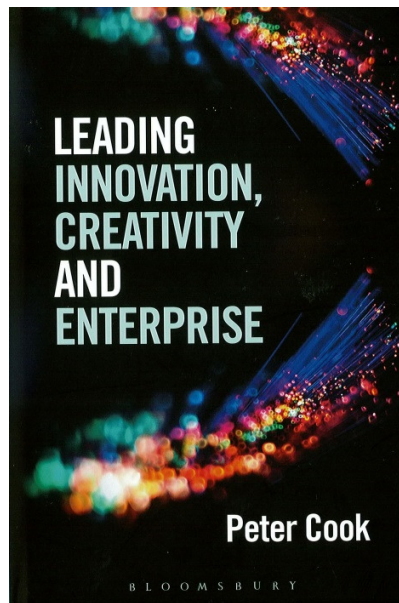


book review by john varney

Leading Innovation, Creativity and Enterprise

Peter Cook

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Peter Cook is a creativity coach/facilitator with a passion for making music. He is also a chartered chemist, has an MBA, teaches at business schools and works with corporate clients around the world. His interest in creativity has brought him into contact with many successful innovators in many fields. He generously shares his learning and insights.

Coming at creativity with the valuable perspective of a jazz musician he gives a sweeping interpretation of the same creative principles applied in every aspect of human endeavour and especially, of course, in the world of work. In this excellent book he presents a comprehensive overview of creativity and the circumstances, processes and ways of operating that enable ideas to flourish in the world as innovation. Interestingly leadership is seen as the guiding energy that flows right through!

Peter illustrates his text with many mini case studies – carefully selected vignettes that bring the process to life.

I like the book because:

- It is easy to read, being written in non-technical language like chatting with a friend.
- It is unpretentious. There is a huge amount of valuable observation and comment that is immediately accessible and applicable.
- It is comprehensive, describing all aspects of the creative process from the generation of ideas to nurturing those ideas and ensuring their practical application to industry, commerce and the public sector.
- It is broad in that it looks at the circumstances that foster the overall process – a whole lifetime of experience and insights brought into focus.

It works as a fantastic introduction to creativity and innovation in the workplace. But it also has something for the experienced and expert in the subject. There is such a wealth of material that it will undoubtedly satisfy every appetite.

Of course, he does not pretend to have all the answers. Indeed he might expect to have stirred quite a few questions. That makes this a really worthwhile book with much to say to anybody who wants to change their organisation for the better, to tap people's innate creativity, to gain an innovative edge and to make work fun!