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A practical handbook for every manager charged with leading teams to creative brilliance, from the author of *The Accidental Creative* and *Die Empty*. Doing the work and leading the work are very different things. When you make the transition from maker to manager, you give ownership of projects to your team even though you could do them yourself better and faster. You're juggling expectations from your manager, who wants consistent, predictable output from an inherently unpredictable creative process. And you're managing the pushback from your team of brilliant, headstrong, and possibly overqualified creatives. Leading talented, creative people requires a different skill set than the one many management books offer. As a consultant to creative companies, Todd Henry knows firsthand what prevents creative leaders from guiding their teams to success, and in *Herding Tigers* he provides a bold new blueprint to help you be the leader your team needs. Learn to lead by influence instead of control. Discover how to create a stable culture that empowers your team to take bold creative risks. And learn how to fight to protect the time, energy, and resources they need to do their best work. Full of stories and practical advice, *Herding Tigers* will give you the confidence and the skills to foster an environment where clients, management, and employees have a product they can be proud of and a process that works.

"A practical handbook for every new manager charged with leading teams to creative brilliance, from the author of *The Accidental Creative* and *Die Empty*."--Publisher's description.

This is the second edition of Barbara Bassot's hugely popular *The Reflective Journal*, the uniquely inspiring introduction to critically reflective practice. A powerful tool for processing your thoughts, feelings and actions, this book will lead you to a deeper understanding of yourself, your work and your studies, enabling you to develop your practice and achieve your professional goals. The new edition includes 10 brand-new sections, on themes such as reflecting in groups, time management and challenging limiting assumptions, as well as the space to write your reflections and the wealth of tips and advice on career development that made the first edition such a bestseller. Written for students on a range of courses, from education and business to social work, counselling and health, this book is also a must-have companion for those on placement or in professional practice - or indeed anyone who is being encouraged to reflect more deeply and critically on what they do.

Have better ideas, faster, without the stress and burnout. It isn't enough to just do your job anymore. In order to thrive in today's marketplace, all of us-even the accountants-have to be ready to generate brilliant ideas on demand. Business creativity expert Todd Henry explains how to establish effective practices that unleash your creative potential. Born out of his consultancy and his popular podcast, Henry has created a practical method for discovering your

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personal creative rhythm. He focuses on five key elements: •Focus: Begin with your end goal in mind. •Relationships: Build stimulating relationships and ideas will follow. •Energy: Manage it as your most valuable resource. •Stimuli: Structure the right "inputs" to maximize creative output. •Hours: Focus on effectiveness, not efficiency. This is a guide for staying inspired and experiencing greater creative productivity than you ever imagined possible.

Most of us live with the stubborn idea that we'll always have tomorrow. But sooner or later all of our tomorrows will run out. Each day that you postpone the hard work and succumb to the clutter that chokes creativity, discipline, and innovation will result in a net deficit to the world, to your company, and to yourself. Die Empty is a tool for individuals and companies that aren't willing to put off their best work. Todd Henry explains the forces that keep people in stagnation and introduces a three-part process for tapping into your passion: Excavate: Find the bedrock of your work to discover what drives you. Cultivate: Learn how to develop the curiosity, humility, and persistence that save you from getting stuck in ruts. Resonate: Learn how your unique brilliance can inspire others. Henry shows how to find and sustain your passion and curiosity, even in tough times.

From the author of Die Empty and The Accidental Creative, a new framework for understanding what motivates us and why. What drives us to unleash our best work? And how do we tap into that drive to get superior results with our managers, coworkers, and direct reports? As Todd Henry reveals in this illuminating book, drawing on decades of research and interviews with over 100,000 people, the answer is not one size fits all: some people are energized by a race against the clock, while others put in extra effort only when they feel part of a team. For still others, nothing is as motivating as the possibility of public recognition. Henry shows, in fact, that there are twenty-seven "motivational themes", each with its own unique DNA. For instance: • Those driven to Achieve Potential strive to build an ideal future, even when others may not see as far ahead. • Those needing to Overcome must conquer whatever obstacles come their way, no matter how difficult or time-consuming. • Those who strive to Comprehend and Express are obsessed with mastering new skills and showing off what they know--which is often a lot. • Those who want to Make It Right thrive when systems are running smoothly and usually know the "proper way" to do things. The Motivation Code teaches us to decode our Core Motivation so that we can have conversations, make decisions, and even choose career paths that lead us to experience engagement and fulfillment. Once we know how to activate our inner drivers, we can transform the work we do into work we love.

The seven essential tools for keeping projects on time and under budget You're executing risk management, leadership, and planning--all hallmarks of outstanding project management. And yet you're still having trouble keeping your projects on schedule. Creative Project

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Management adds two new elements to the mix: creativity and innovation. Internationally renowned project management consultants Michael Dobson and Ted Leemann combine traditional project management skills, such as risk evaluation, decision-making, and human dynamics, with outside-the-box thinking and business creativity. They provide seven new tools and approaches you can apply to any project. The methods discussed inside Creative Project Management show you how to: Realistically imagine the outcome of your decisions Work with--and around--the realities and constraints that affect your decisions Read and predict trends Manage the long- and short-term ramifications of your decisions Evaluate the impact of present and future technologies on your decisions Imagine new choices you didn't think you had Creative Project Management provides an invaluable new set of tools for any project management professional tasked with making difficult decisions in these uncertain times.

Learn the skills you must master to assume leadership roles—creative directors, art directors, and advertising managers—on creative teams and in integrated branding campaigns for corporate clients. This book compares and contrasts the skill sets and responsibilities of creatives with those of managers who direct creative teams. Technical competence in the creative arts is a necessary but not sufficient prerequisite for promotion to and success in positions directing creative teams. Business, management, and communication skills are equally necessary. Leading Creative Teams reviews the business metrics that the manager of a creative team must be able to manipulate and present persuasively to the organization to prove that the team's creative excellence delivers superior ROI. Award-winning designer and veteran creative director Eleazar Hernández walks you through the creative manager's skill sets—technical, business, management, and communication. He covers the techniques and tools common to the direction of creative teams in all industries: brainstorming, creative exploration and visual communication tools, internal and client presentations, critiquing, mentoring, and copywriting. Hernández shows how creative directors can apply management and leadership skill sets to different kinds of creative teams found across interactive, graphic design and advertising industries and how they orchestrate methods among team members. He details how creative teams vary in their concepts and principles, composition, objectives, and processes according to their specific industries and project requirements. And he shows you how to shape your career trajectories toward creative management roles in your chosen field. Leading Creative Teams features information on the processes and best practices for ideating, developing, and directing advertising campaigns, graphic design projects, :30 TV spot and :30 radio spots. Drawing on interviews with top creative directors, art directors, and advertising managers, the author explores how the roles of creative team managers are evolving in response to changing technologies and business models. What You'll Learn Learn the technical, business, and management skill sets of creative management Lead and orchestrate teams of creatives Discover

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tips, tricks, and techniques for creative direction of web, broadcast, and print projects Shape your career trajectory toward creative management Learn the dos and don'ts of creative presentations Who This Book Is For Mid-level and junior creatives—graphic designers, web designers, copywriters, and artists—and ad students who seek information on the specific skills, experience, and credentials they need to qualify for promotion to creative management. The secondary readership is creative directors, art directors, and advertising managers who lead web interactive, design, and advertising creative teams and who develop and direct integrated branding campaigns for corporate clients.

Self-awareness is the bedrock of emotional intelligence that enables you to see your talents, shortcomings, and potential. But you won't be able to achieve true self-awareness with the usual quarterly feedback and self-reflection alone. This book will teach you how to understand your thoughts and emotions, how to persuade your colleagues to share what they really think of you, and why self-awareness will spark more productive and rewarding relationships with your employees and bosses. This volume includes the work of: Daniel Goleman Robert Steven Kaplan Susan David HOW TO BE HUMAN AT WORK. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

Teaches readers how to develop an authentic voice in their work, regardless of occupation, and argues that developing an authentic voice will lead to success and greater job satisfaction.

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