DESCRIPTION

How can you tap into your team's creativity to tackle today's toughest business challenges?

In *The Firefly Effect*, Kimberly Douglas presents inspiring yet pragmatic insights into getting your entire team firing on all cylinders and aiming in the right direction. Comparing the difficult act of harnessing and capturing creativity to the act of catching fireflies on a summer night, she will explain:

- What to do when the fireflies don't show up (or when creativity dries up)
- How to know when it's time to find a new meadow (or a new approach, place or process)
- What to do if the leader is keeping too tight a lid on the jar (and team innovation is gasping for air)
- How to get inventive when it rains on your firefly hunt (or parade of ideas)
- What happens when everyone is too busy to join in (and group problems remain unresolved)

ABOUT THE AUTHOR

**KIMBERLY DOUGLAS, SPHR**, is a nationally recognized expert in building the effectiveness of teams, based on her knowledge of industrial/organizational psychology combined with her real-life consulting and corporate human resources executive experience.
As President of FireFly Facilitation, she has collaborated with hundreds of leaders at organizations such as AT&T, Cisco, United Way, and even the U.S. Marine Corps to dramatically improve their business performance. She is frequently featured in national publications and is a sought-after speaker at meetings and conferences. To learn more about the author and how to improve your team's performance, visit TheFireFlyEffect.com.

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