



# When Sparks Fly: Harnessing the Power of Group Creativity

*Dorothy Leonard-Barton, Walter C. Swap*

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Where do the best creative ideas come from? Most managers assume that it's the readily identifiable "creative types" that offer the quickest route to out-of-the-box thinking. Yet, say Dorothy Leonard and Walter Swap, most innovations spring from well-led group interactions. The authors sweep aside conventional thinking about creativity and offer proven strategies for stimulating and directing the group dynamics that lie at the heart of innovative thinking. *When Sparks Fly* outlines and analyzes each step in the creative process and gives practical suggestions for managing teams. According to *Fortune*, "The insights in the lively book could turbocharge your team (and maybe even your career)."



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