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Borrowing Brilliance - Porchlight Books

The Six Steps to Business Innovation In my book, I describe the basic mechanics of creative thinking using a six-step process I think of the first three steps in terms of a construction metaphor An idea is like a house or a building Your business problem is the foundation of that house In other words, you build your idea on a

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The goal of Borrowing Brilliance, in the words of its author David Kord Murray, "is to take the creative process out of the shadows of the subconscious mind and bring it into the conscious world" Murray maintains that the creative process has six steps which can be divided into two parts
 The three

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 Rudan, Gina A, PRACTICAL GENIUS: The Real Smarts You Need to Get Your Passions and Talents Working for You, Touchstone/Simon & Schuster, 2011

Good leaders copy, Great leaders steal - Chair Academy

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