



Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity

Josh Linkner

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A 5-part process that will transform your organization — or your career — into a non-stop creativity juggernaut

We live in an era when business cycles are measured in months, not years. The only way to sustain long term innovation and growth is through creativity-at all levels of an organization. *Disciplined Dreaming* shows you how to create profitable new ideas, empower all your employees to be creative, and sustain your competitive advantage over the long term. Linkner distills his years of experience in business and jazz — as well as hundreds of interviews with CEOs, entrepreneurs, and artists — into a 5-step process that will make creativity easy for you and your organization. The methodology is simple, backed by proven results.

- Empowers individuals, teams, and organizations to meet creative challenges posed by the marketplace
- Turns the mystery of creativity into a simple-to-use process
- Shows how creativity can be used for everything from innovative, game-shifting breakthroughs to incremental advances and daily improvements to business processes
- Offers dozens of practical exercises, thought-starters, workouts to grow "creative muscles," and case studies

Disciplined Dreaming shows even the stuffiest corporate bureaucracies how to cultivate creativity in order to become more competitive in today's shifting marketplace.

#8 *New York Times* Bestseller (Hardcover Business)

#2 *Wall Street Journal* Bestseller (Hardcover Business)

#9 *Wall Street Journal* Bestseller (Hardcover Nonfiction)

#9 *Washington Post* Bestseller (Nonfiction Hardcover)

#1 *USA Today* Bestseller (Money)

#10 *Publishers Weekly* Bestseller (Nonfiction)

Q&A with Author Josh Linkner



Author Josh Linkner

Why is creativity in the workplace so important?

The world has dramatically changed in the last few years, and many of the competitive advantages of the past have become commoditized. With increased complexity, dizzying speed, and ruthless competition now commonplace in business, creativity and innovation have become the only true sustainable competitive advantage. Creativity is the one thing you can't outsource. It's the difference between game-changing companies and also-rans. Individuals may get hired based on their resumes, but they get promoted and succeed based on their creativity. Creativity has become the currency of success in the new era of business, and life.

What is *Disciplined Dreaming*?

Disciplined Dreaming is a five-part system to build, nurture, and manage creativity. It is based on my experience as a four-time entrepreneur, jazz musician, and venture capitalist, plus personal interviews I conducted with over 200 thought leaders--CEOs, entrepreneurs, artists, billionaires, nonprofit leaders. I developed *Disciplined Dreaming* by distilling the collective wisdom of this amazing group into a simple, easy-to-follow process that you can put to use immediately to drive your own creativity.

An accomplished musician yourself, you compare creative riffs at work to jazz improvisation. How do the two relate?

In jazz, 99 percent of the notes are improvised. Spontaneous creativity. However, that 1 percent that's on the written page is incredibly important. It provides musicians with a framework to direct and enhance their creativity. *Disciplined Dreaming* is the business-world equivalent to that 1 percent. It provides a structure that enables creativity. In addition, jazz musicians use specific patterns and techniques as building blocks of innovation. I've been able to translate many of those concepts into the language of business, and I show readers how to inject them into their daily lives. These "riffs" can be applied to creative challenges of all sizes, and they help support the creative process.

How can you start working creativity muscles with a team that has grown stagnant?

The biggest inhibitor of creativity isn't human potential, it is fear. While we enter the world with limitless creativity, our schools, organizations, and bureaucracies beat it out of us. We are so worried about saying the wrong thing, looking foolish, or having to take responsibility for a new idea that we govern our own imagination. Too often, corporate cultures stifle their most valuable natural resource—fresh ideas. This can be quickly fixed through using techniques in the book that deal with preparing your culture, physical

environment, and mind-set to drive maximum creative output. *Disciplined Dreaming* includes new brainstorming techniques such as “RoleStorming,” “The Reese’s Peanut Butter Cup,” and “Stick-it-to-the-man,” which will get your creative muscles in shape in no time.

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From reader reviews:

Mark Clark:

In this 21st one hundred year, people become competitive in each way. By being competitive currently, people have do something to make all of them survives, being in the middle of typically the crowded place and notice through surrounding. One thing that oftentimes many people have underestimated the item for a while is reading. Yes, by reading a reserve your ability to survive enhance then having chance to remain than other is high. To suit your needs who want to start reading the book, we give you this Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity book as basic and daily reading book. Why, because this book is more than just a book.

Louis Patrick:

Often the book Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity will bring you to definitely the new experience of reading a new book. The author style to spell out the idea is very unique. Should you try to find new book to see, this book very ideal to you. The book Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity is much recommended to you you just read. You can also get the e-book from official web site, so you can quicker to read the book.

John Rowland:

Reading can called brain hangout, why? Because if you find yourself reading a book especially book entitled Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity the mind will drift away trough every dimension, wandering in every aspect that maybe not known for but surely might be your mind friends. Imaging each and every word written in a guide then become one form conclusion and explanation this maybe you never get previous to. The Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity giving you another experience more than blown away your brain but also giving you useful details for your better life within this era. So now let us demonstrate the relaxing pattern at this point is your body and mind will likely be pleased when you are finished studying it, like winning a game. Do you want to try this extraordinary investing spare time activity?

Preston Garza:

Many people spending their time by playing outside along with friends, fun activity along with family or just watching TV the entire day. You can have new activity to pay your whole day by looking at a book. Ugh, think reading a book really can hard because you have to use the book everywhere? It alright you can have the e-book, delivering everywhere you want in your Smart phone. Like Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity which is having the e-book version. So , try out this book? Let's see.

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