



# **Creative Climate Change: For innovation producers, facilitators and stewards**

*Keith Burnett, Zak Moore*

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If you're aiming to get the most out of a team in terms of innovation, you don't just need good people and a decent rewards package – you need them to have a creative climate to work within too. This practical, entertaining book takes readers through a process designed to 'measure' the climate, then enhance it. Filled with many a creative aside itself, and cartoons which bring the creativity challenge to life, both managers and consultants will find this a usable guide to putting teams in the best place to move from clever ideas to concrete innovation.

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