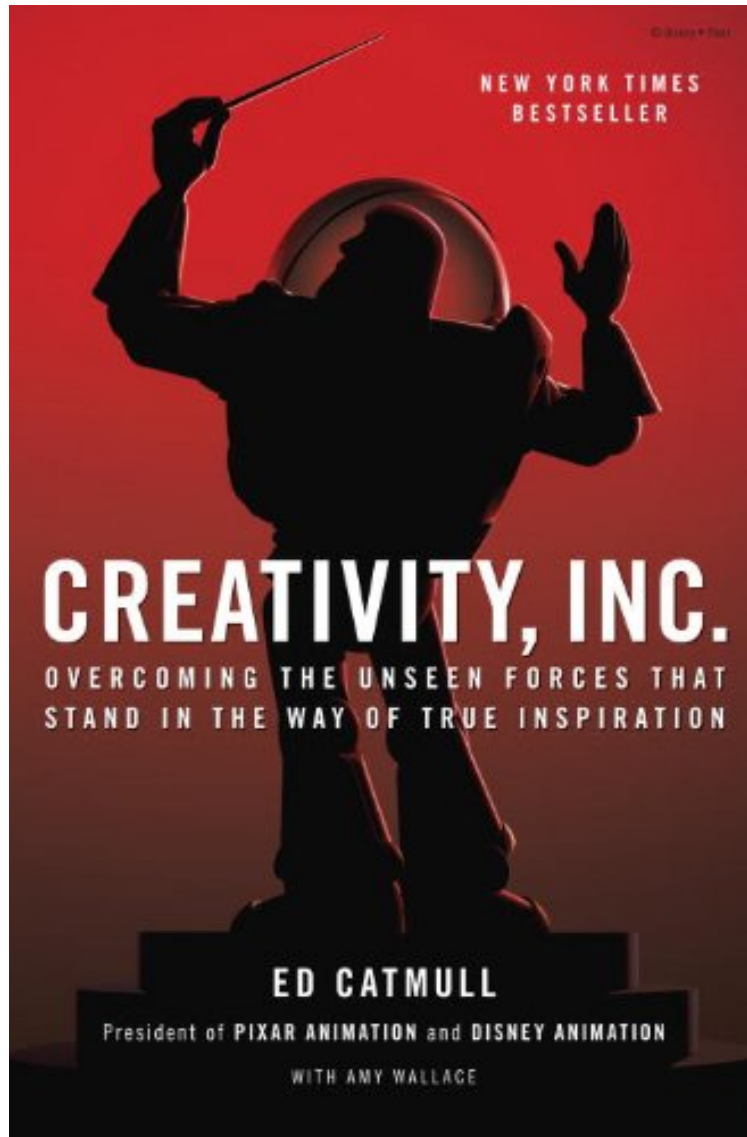


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Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration

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#1553 in Books Ed Catmull 2014-04-08 2014-04-08 Original language: English PDF # 1 9.70 x 1.40 x 6.50l, 1.25 #File Name: 0812993012368 pages Creativity Inc | File size: 58.Mb

Ed Catmull, Amy Wallace : Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration:

0 of 0 people found the following review helpful. borrowing Good to Great languageBy SilentlightIn Creativity Inc.a leadership classic in the makingco-founder and president of Pixar and Disney Animation Studios, Ed Catmull, takes us through the struggles and the secrets of what made Pixar and more recently, Disney Animation Studios, organizations that inspire creativity, collaboration, and excellence.Catmull is not your typical Silicon Valley executive. He has a PhD in Physics, is curious and open minded, and above all, comes across as a man more interested in creative challenges than the promises of safe harbor. He began his journey with one dreamto follow in the pioneering footsteps of Walt Disney and make the first computer animated feature film.Catmulls engaging storytelling style brings us into the actual questions and crises he personally experienced while growing into his leadership role. He does a masterful job of brining the reader into the mind of the matter and almost invites participation. Once he achieved the dream of creating the first computer animated feature film, Toy Story, he noticed a sense of inner emptiness. Having witnessed the fruition of a life-long dream, he determined to develop as a leader who would dedicate all his energy and time to create a culture that would sustain the magic behind Pixars initial success. After Toy Story, Pixar would go on to produce multiple Oscar winning box office hits. In fact, to this day, there is no film with the Pixar name on it considered a failure either financially or critically.The companys unique culture and their unrivaled success, can be attributed to the complimentary effects of Steve Jobs business acumen, storytelling genius of former Disney animator, John Lassater, and Ed Catmulls executive leadership.Throughout the book, Catmull emphasizes the one guiding principle that shaped every other decision he tried to implement at Pixar and Disney: Good ideas come from anywhere. Hence, to create a culture where candor was the norm, he tirelessly labored to remove barriers that instilled fear and short-circuited communication among employees.Constantly asking questions and probing the way they did business, Catmull is perhaps, borrowing Good to Great language, what I would consider a Level 6 leader. He is humble, caring, trusting, and brutally honest. I classified him as a 6 due to the fact that he seemed to have been successful at reproducing the Pixar culture at a fledgling Disney Animation Studios, which he and John Lassater took over in 2004. They were largely responsible for the sea change at Disney, which had not produced a box office hit in more than fifteen years, until the release of Tangled and Frozen. He took a micromanaged Disney Animation Studio and liberated the talent they had, by changing both the physical and invisible architectures of the workplace. Catmull did for Disney what one of the Pixar directors said Steve Jobs did for them, he was the creative firewall. Catmull asserts, while experimentation is scary to many, I would argue that we should be far more terrified of the opposite approach. Being too risk-averse causes many companies to stop innovating and to reject new ideas, which is the first step on the path to irrelevance.Many leaders would agree with this statement but very few would go out of their way to remove what are considered privileges that distance leadership from the common workers, such as corner offices, personal parking spots, and so on. When Catmull moved into his Disney office, the first thing he and Lassater did was tear down their very distinguished executive suites and converted them into community rooms in exchange for offices in the center of activity. Catmulls story is distinct because of his dedication to what is a very common idea. Namely, that inspiration and creativity is cultivated in safe and nonhierarchical collaborative environments where people have a sense of worth and ownership. A principle basic to most, if not all leaders. But his book captures the discipline, resolve and integrity, necessary to apply the idea in a company through its birth pangs and great successes.1 of 1 people found the following review helpful. A phenomenal book that will completely upend your views on what really comprises CreativityBy Helen KainThis book is captivating for its candour, transparency and wealth of wisdom. So often creativity is presented as free-floating and mysterious, demanding to be unchallenged and unfettered. The success of the culture at Pixar challenges those assumptions. This book provides a clear view into the creative process at Pixar, with its unflinching attention to detail and excellence, its processes of reworking, rewriting and reworking again; encouraging risks, acknowledging mistakes, throwing out what doesn't work.The lessons on the leadership and culture at Pixar are even more compelling: ferocious about producing the highest quality product, but not at the expense of belittling people.It's inspirational and humbling all at the same time. A must read.0 of 0 people found the following review helpful. Pixar's creative environment explained by one of its founderBy EversonThe book is full of insights about Pixar's creative environment. Ed Catmull did a great job on putting together his thoughts and the thoughts of Pixar's main directors to explain the core principles of this amazing studio. It was very interesting as well to understand the role of Steve Jobs in Pixar's success history.My only complain is that the book sometimes repeats some concepts again and again. So, I think it could be shorter. Anyway, it is worth reading, and it deserves 5 stars.

NEW YORK TIMES BESTSELLER | NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post Financial Times Success Inc. Library JournalFrom Ed Catmull, co-founder (with Steve Jobs and John Lasseter) of Pixar Animation Studios, the Academy Awardwinning studio behind Inside Out and Toy Story, comes an incisive book about creativity in business and leadershipsure to appeal to readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. Fast Company raves that Creativity, Inc. just might be the most thoughtful management book ever.Creativity, Inc. is a book for managers who want to lead their employees to new heights, a manual for anyone who strives for originality, and the first-ever, all-access trip into the nerve center of Pixar Animationinto the meetings, postmortems, and Braintrust sessions where some of the most successful films in history are made. It is, at heart, a

book about how to build a creative culture but it is also, as Pixar co-founder and president Ed Catmull writes, an expression of the ideas that I believe make the best in us possible. For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the Toy Story trilogy, Monsters, Inc., Finding Nemo, The Incredibles, Up, WALL-E, and Inside Out, which have gone on to set box-office records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his founding Pixar with Steve Jobs and John Lasseter in 1986. Nine years later, Toy Story was released, changing animation forever. The essential ingredient in that movie's success and in the thirteen movies that followed was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as: Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better. If you don't strive to uncover what is unseen and understand its nature, you will be ill prepared to lead. It's not the manager's job to prevent risks. It's the manager's job to make it safe for others to take them. The cost of preventing errors is often far greater than the cost of fixing them. A company's communication structure should not mirror its organizational structure. Everybody should be able to talk to anybody. Praise for Creativity, Inc. Over more than thirty years, Ed Catmull has developed methods to root out and destroy the barriers to creativity, to marry creativity to the pursuit of excellence, and, most impressive, to sustain a culture of disciplined creativity during setbacks and success. Jim Collins, co-author of Built to Last and author of Good to Great Too often, we seek to keep the status quo working. This is a book about breaking it. Seth Godin