



Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground

Bill Capodagli, Lynn Jackson

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Praise for *Innovate the Pixar Way*:

"This tremendous book brings the magic and genius of Pixar to the page and lets us in on the secrets and intuitive synergy of such a successful company." -- Stephen R. Covey, author of **The 7 Habits of Highly Effective People** and **The 8th Habit: From Effectiveness to Greatness**

*"Pixar is one of the most creative organizations in the world. Read *Innovate the Pixar Way* and explore the true beauty in how they sustain the environment. Who knows, maybe a little Pixar dust will fall on you!"* -- John Christensen, coauthor of **Fish!** and playground director AKA: CEO, ChartHouse Learning

"Creativity makes it possible for our dreams to become real--my life is my proof. This book puts all those possibilities in the hands of the reader . . . for those who will be creating the future." -- Carol Lawrence, singer, dancer, actress, and national spokesperson for the Opening Minds Through the Arts student achievement program

"With great and useful tips from beginning to end, this book will inspire workplaces to have more fun AND more success. I guarantee it!" -- George Zimmer, founder and CEO, Men's Wearhouse

"This insightful work is a great primer for leaders who are looking to unleash creative potential and instill a sense of joy and playfulness in their organizations." -- Brian Walker, president and CEO, Herman Miller, Inc.

Animate your team and unleash their creative power . . . The Pixar Way

"Creativity doesn't follow titles; it just comes from where it comes from." -- Ed Catmull, Pixar cofounder, Pixar and Disney Animation Studios president

In movies from Toy Story to The Incredibles to WALL-E to Up, Pixar Studios continues to set new standards for commercial and critical achievement. Pixar is a place where collaboration sets the tone for "artists and geeks" to work side by side in a spirit of mutual respect and trust. The key lies not just in who--writers, animators, directors, tech wizards, and others--makes Pixar outstanding, but in how Pixar creates the ultimate haven where creativity overflows.

In this eye-opening book, Bill Capodagli and Lynn Jackson, authors of *The Disney Way*, reveal how Pixar has reawakened the innovative spirit of Walt Disney. They explore how president Ed Catmull and chief creative officer John Lasseter and the rest of Pixar's brain trust have built an organization on the simple philosophy that quality is the best businessplan. It makes no difference if you are making a movie that takes four years or serving a customer that takes four minutes, you have only one chance to deliver that magical, magnetic, enchanting experience for your customer.

In this concise, accessible book, Capodagli and Jackson offer examples of how it's done--and explain what it

takes to get your people to achieve greatness by unleashing their power to

- Dream like a child . . . Have a vision, and be able to clearly communicate your objectives and goals.
- Believe in your playmates . . . Hire creative people, trust in their skills and judgment, and inspire them to trust their colleagues.
- Dare to jump in the water and make waves . . . Challenge the status quo. Encourage risktaking, but permit your people to fail, get back up, and try again.
- Unleash your childlike potential . . . Focus on the details; make quality work your business's highest priority.

Learn not only from Pixar but also from how other leading organizations--Google, Griffin Hospital, Men's Wearhouse, OMA (Opening Minds Through the Arts) student achievement program, Nike, Target, and the Internet shoe giant Zappos--unshackle their people's imaginations and do outrageously great things. And by motivating your team to *Innovate the Pixar Way* you, too, can discover the magic that will help your business stay ahead of the competition, attract the best talent, and fatten the bottom line.

In 1993, Bill Capodagli and Lynn Jackson cofounded Capodagli Jackson Consulting in West Olive, Michigan. They have helped scores of organizations revamp their customer service experiences and develop innovative products, and they also have developed performance strategies to impact organizational change using Walt Disney's "Dream, Believe, Dare, Do" success credo. Bill Capodagli is the most requested keynote speaker on the creative cultures of both Disney and Pixar.

Visit the authors at capojac.com

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The feeling that you get from Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground may be the more deep you rooting the information that hide inside words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to know but Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground giving you thrill feeling of reading. The copy writer conveys their point in certain way that can be understood by simply anyone who read that because the author of this e-book is well-known enough. This particular book also makes your vocabulary increase well. It is therefore easy to understand then can go along with you, both in printed or e-book style are available. We recommend you for having this particular Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground instantly.

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In this era globalization it is important to someone to obtain information. The information will make you to definitely understand the condition of the world. The health of the world makes the information simpler to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You can see that now, a lot of publisher that print many kinds of book. Often the book that recommended for you is Innovate the Pixar Way: Business Lessons from the World's Most Creative Corporate Playground this book consist a lot of the information with the condition of this world now. This kind of book was represented how do the world has grown up. The terminology styles that writer make usage of to explain it is easy to understand. The particular writer made some study when he makes this book. Honestly, that is why this book suitable all of you.

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