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Your Creative Mind

Scott Cochrane

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"Even hugely successful companies—in fact, especially hugely successful companies—will ultimately fail if they don't stay flexible. See what's coming next and adapt, or, better yet, drive what's coming next with Scott Cochrane's excellent guide!"
—Marshall Goldsmith, *The Thinkers 50*, #1 Leadership Thinker in the World

Your Creative Mind

HOW TO
DISRUPT
YOUR THINKING,
ABANDON
YOUR COMFORT ZONE,
and
DEVELOP
BOLD NEW STRATEGIES



SCOTT COCHRANE

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Scott Cochrane : Your Creative Mind before purchasing it in order to gauge whether or not it would be worth my time, and all praised Your Creative Mind:

0 of 0 people found the following review helpful. This book was just what I needed. Scott really ...By Steve Focazio
This book was just what I needed. Scott really breaks the myths many of us have about creativity - either you have it or you don't - and provides some really practical techniques on how to cultivate it in ourselves and our organizations. He also has some positive and practical suggestions on dealing with fear and failure which is part of any

creative process. As a solo-entrepreneur in the process of starting a new business, this book was exceptionally powerful and helpful to me in focusing my mind on being in the present and pushing through the fear of failure. He powerfully reinforces what many of us just suspect, we have much more control over this process than we are led to believe and he provides lots of actionable ways to embrace that power and use it to find our own personal success! 0 of 0 people found the following review helpful. Insightful and digestible

By R T Good
Your Creative Mind: How to disrupt your thinking, abandon your comfort zone and develop bold new strategies, by Scott Cochrane, successfully translates knowledge gained from the study of how people and organizations work, or not, into a digestible and insightful read. He targets leaders, formal or informal, who seek to move an organization of any size from transactional to transformational thinking, as well as how to create excitement for that journey. No matter your role, moving forward in a positive direction is essential to having a happy and healthy life; Your Creative Mind provides an easy roadmap to follow to facilitate your success! 0 of 0 people found the following review helpful. Your creative mind is a book written by a great coach. Scott

By Antoine REMY
Your creative mind is a book written by a great coach. Scott, through his coaching, manages to anchor you in the present and helps you go through the fear and anxiety that surround any of us. By being intensively present, we gain in creativity, and that leads to build a future that breaks away from the past. I highly recommend reading his book. Worst case, you'll feel good! Best case, the future is yours!

Too many companies limit their strategic thinking by focusing on what they already know how to do. Executives are expected to set concrete objectives and create detailed, step-by-step plans to reach them. This approach may satisfy short-term considerations like quarterly earnings reports, but it produces modest innovation and evolutionary development at best. As a result, the business can find itself in a performance plateau that it cannot seem to break out of. In Your Creative Mind, you will discover an entirely different approach to the creative process. You will learn:

- How to catapult your company out of a performance plateau and into dynamic growth, expansion, and market leadership.
- How to move beyond classic groupthink and unleash your true creative power.
- How to become a trend leader and paradigm shifter by harnessing the secrets of the power of creation.
- How to innovate your way into the most beneficial business relationships you can imagine.

Using the practical techniques and steps described in Your Creative Mind will infuse your company with creative power and drive innovation. Break free of business as usual and create the dynamic growth you deserve!

If you ever looked at a new invention and thought, "how in the heck did they think of that?" this book is for you. If you've ever looked at a new innovation and thought, "I could've thought of that," this book is for you too. Thanks to his decades of experience coaching the innovators and shakers and movers of our world, Scott Cochrane has the unique insight to both let us peek behind the curtain and motivate us to develop our own great ideas.

Bruce Turkel, CEO, Turkel Brands, author, All About Them
Even hugely successful companies in fact, especially hugely successful companies will ultimately fail if they don't stay flexible. See what's coming next and adapt, or, better yet, drive what's coming next with Scott Cochran's excellent guide!

Marshall Goldsmith, The Thinkers 50, #1 Leadership Thinker in the World
About the Author
Described by business leaders as an advisor, mentor, coach, and highly trusted business partner, Scott Cochrane's passion is to help organizations move to revolutionary thinking. He is widely known for challenging the status quo, asking "why not," and igniting a spirit of bold thinking and accelerated growth in companies across the globe. Scott's "Bold Mind" approach has convinced presidents, CEO's, senior leaders, and executive boards of organizations across the globe--including Accenture, Amadeus, Cisco, Danone, HP, ING, Shell, and Tech Data--to engage his speaking, coaching, and advisory services. He works internationally and lives in Boynton Beach, Florida.