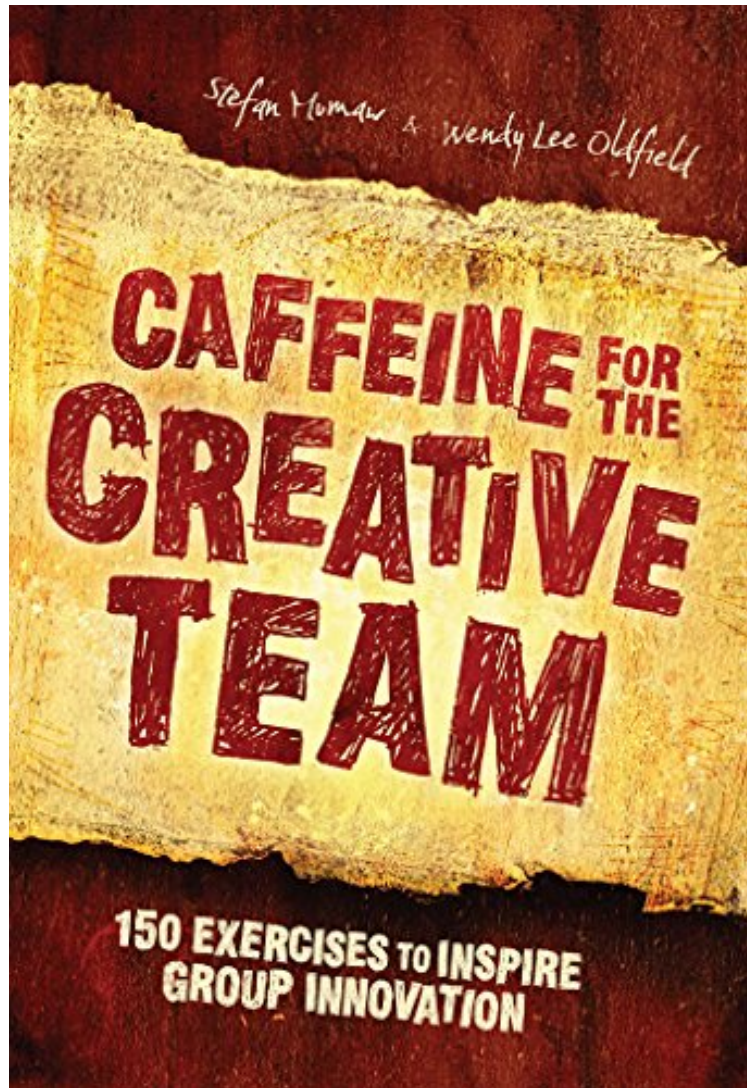


## Caffeine for the Creative Team: 200 Exercises to Inspire Group Innovation

*Stefan Murnaw, Wendy Lee Oldfield*

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**Stefan Murnaw, Wendy Lee Oldfield : Caffeine for the Creative Team: 200 Exercises to Inspire Group Innovation** before purchasing it in order to gage whether or not it would be worth my time, and all praised Caffeine for the Creative Team: 200 Exercises to Inspire Group Innovation:

0 of 0 people found the following review helpful. Great for warming up a crowd's creativity but does nothing ...By Videoguy MichaelThis is basically a book filled with icebreakers and craft activities. Great for warming up a crowd's creativity but does nothing for the actual design process. It does not offer information about outcomes, the intention of activities, or how to narrow down a big design challenge with a large group. It might be good if you happen to find

yourself with bored children and need a crafty activity. 3 of 3 people found the following review helpful. The content of the book is very good, but the Kindle conversion is a giant mess. By Jennifer L. Simpson I really like the book's focus and many of the exercises are fun, but something awful happened in converting the original to Kindle such that the words on the first few pages of each section are nonsensically out of order. For example, a line in the "Minty Fresh Garlicky Breath" exercise reads: "A rich combination of marketing messages convince and me chemicals to use said explanations paste on a intended regular to basis, promising me a more enriched lifestyle if I do." Huh???? This conversion should be redone immediately and a corrected version offered free of charge to everyone who has bought this otherwise intriguing book. #massiveKindlefail

1 of 1 people found the following review helpful. Great as a jumping off point but not for stand alone activities. By Erica M. Ruyle I specifically purchased this book as I often facilitate large work sessions within the market research industry and am always looking for better creative activities to keep both corporate and consumer participants engaged. With that said, I have yet to use any of these activities within this book as they don't tend to lend themselves to quicker, easy to do activities. However, there are some great exercises in this book that serve as brainstorm jumping off points. I most often use this book to get ideas of types of exercises to do rather than use any of the exercises within. The book would be great if it had activities for larger teams... rarely are there exercises for more than 4 or 5 so you have to stretch your imagination to really figure out how to change these to work in a larger setting.

Brainstorming... In your office, your school or your group, it may have already become a bad word. You're charged with generating a great idea; the next big thing... the perfect concept. But you only have a limited amount of time, and you have to do it with your whole team. There's great pressure to come up with something outstanding. Working with a team can be difficult, and generating viable ideas with a team can be even harder. But a solution is at hand! Caffeine for the Creative Team is the only tool you need to encourage successful brainstorming. This collection of short, focused creative exercises is just the boost you need to get your team's collective brain working. Inside, you'll find: All new exercises. As a companion to Caffeine for the Creative Mind, this book's exercises are targeted to teams. Each is labeled for the appropriate sized group: two people, three people or four or more. Powerful tools. The exercises will call on everyone in the group to think differently, leading to fresh insights. This collection is sure to get your team thinking in new ways. Interviews with real designers. There are also interviews with some of the brightest creative leaders in the industry who have first-hand experience with brainstorming in teams. Each one shares valuable insights and team brainstorming techniques. Caffeine for the Creative Team offers a solution to those dry, boring, unproductive brainstorm sessions you might be used to. Crack it open and start innovating today.