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BREAKTHROUGH CREATIVITY Shows How to Improve Performance by Discovering Untapped Creativity

“As the chief human resources executive of AOL Time Warner, a leading Internet-age company that lists Creativity as one of its seven core values, I am especially excited about the potential of using this breakthrough book to help operationalize this essential value in our enterprise of 80,000 associates worldwide, and I am convinced that other HR and management development professionals and consultants will find it very beneficial.”

--Andrew J. Kaslow, Ph.D., Senior Vice President, People Development, AOL Time Warner

“[BREAKTHROUGH CREATIVITY] illuminates an essential skill for the New Economy, and provides practical advice, methods, and tools for optimizing creativity in the workplace. I especially like the emphasis on playing to one’s strengths and creating teams with complementary talents for creativity.”

--Frances C. Engoron, U.S. Leader, Learning and Education, PricewaterhouseCoopers

Our constantly turbulent world raises the bar for personal contributions in the workplace repeatedly. Everyone is being asked to be more creative, to think and to do things differently to achieve extraordinary results for their organizations and for themselves. Despite this need and despite all this attention, too many people either don't see themselves as creative, don't know how to be effectively creative, or don't know what to do to be keep their creative edge. Levesque's new book provides definitive answers to the creativity dilemma and offers new groundbreaking perspectives on creativity.

In ***BREAKTHROUGH CREATIVITY: Achieving Top Performance Using the Eight Creative Talents*** (Davies-Black Publishing, Publication Date: June 2001, 264 pages, \$26.95, Hardcover, ISBN 0-89106-153-3), Lynne C. Levesque shows that creativity, like intelligence, exists in a variety of forms and demonstrates that high-performance organizations need to make use of creativity in all its dimensions.

Levesque defines creativity as the ability to consistently produce different and valuable results. This point of view provides a valuable perspective on creativity, because to effectively create you need have the ability generate ideas and implement them. This new perspective and new definition focuses on effective creativity: creativity that translates ideas into action. It breaks down the monolithic approach to creativity: one size does not fit all. There is no one best way to be creative.

Levesque explains that an environment where employee talents are recognized and nurtured benefits the organization in a variety of ways. It not only improves retention rates, but also promotes employee satisfaction -- both of which are major contributors to the bottom-line of any organization.

BREAKTHROUGH CREATIVITY offers readers ways of:

- Understanding varieties of creativity
- Identifying creative and finding ways to promote them
- Discovering how to most effectively tap your creative talents
- Managing yourself and others to enhance creativity

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- Strengthening creativity in teams and organizations
- Tapping talents and retaining good employees are major issues in today's tight labor markets
- Finding partners who complement your talents and how to work with them to build synergy
- Recognizing that individual differences play a key role in the way individuals are creative
- Developing your personal creativity plan

BREAKTHROUGH CREATIVITY is based on the Myers-Briggs Type Indicator® assessment to further the understanding of creativity styles. The MBTI® instrument is already in use worldwide in many organizations for teambuilding, leadership development, and career management.

BREAKTHROUGH CREATIVITY brings to life the stories and rich experiences of working individuals around the world to help readers discover their own creative talents and use them to further their professional and personal lives.

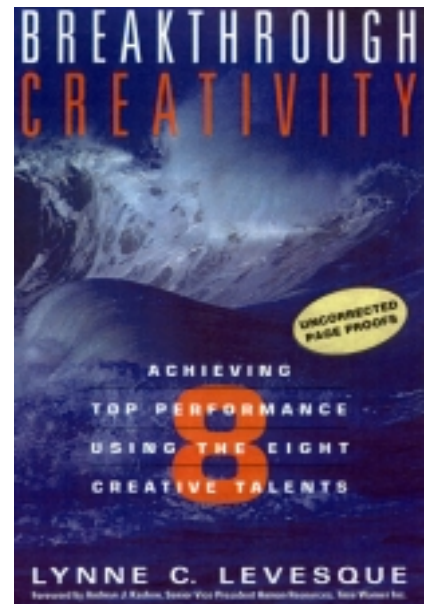
About Lynne C. Levesque

Lynne C. Levesque, Ed.D. is an international consultant, trainer, and author. Combining over 20 years of business experience with extensive academic research and study in creativity, organizational development, and personality type theory, she advises her clients on ways to manage change and build more agile, innovative organizations.

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BREAKTHROUGH CREATIVITY *Achieving Top Performance Using the Eight Creative Talents*

By Lynne C. Levesque
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BREAKTHROUGH CREATIVITY is available in bookstores, by calling 800.624.1765, and on the Internet at www.daviesblack.com and all major online booksellers.

For more information about **BREAKTHROUGH CREATIVITY** or to schedule an interview with Lynne C. Levesque, please contact Stephen Crane at Crane Creek Communications, 610.740.9524 or via email, stephen@cranecreek.com.