

# WHAT A GREAT IDEA! 2.0 BY CHIC THOMPSON

"Chic Thompson is a creative genius."  
— Dr. Yoshiro Nakamatsu, inventor of CD, floppy disk and digital watch

## WHAT A GREAT IDEA!® 2.0



UNLOCKING YOUR CREATIVITY  
IN BUSINESS AND IN LIFE

**CHIC THOMPSON**

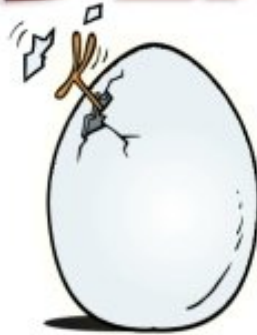
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## Review

Chic has crafted a creative process to move almost anything from what is to what could be. --Rick Goings, Chairman and CEO, Tupperware Brands

Chic is a breeding ground for new ideas! --Charles Prather, Ph.D. Former Director, DuPont Center for Innovation

Chic has a knack for getting people to see ideas that have been staring them in the face. --Robert J. Rotella, Ph.D., Sports Psychologist Author, Golf is Not a Game of Perfect

## About the Author

Chic Thompson's passion is inspiring executives, MBA students and children to be "curious first... critical second" while creative problem solving. He is a Fellow at the University of Virginia's Darden Business School and adjunct faculty at the Brookings Institution and the Young Presidents' Organization. Chic's first book, What a Great Idea!, published by HarperCollins, was a main selection of the Executive Book Club. In 2001, Harvard Business School released a case study on the speaking career of Chic entitled "What a Great Idea!" His second book, "Yes, But..." is a guide to overcoming the bureaucratic language that stifles continuous innovation. He wrote this book after consulting with GE to help design their continuous improvement process called "Work-Out." Chic worked in new product development and marketing for: • W.L. Gore and Associates (Gore-Tex®) • Johnson & Johnson • Walt Disney During the last 30 years, Chic has given over 4500 presentations and has teamed up with talent ranging from Tony Robbins and Stephen Covey to Cirque du Soleil and Second City Improv.

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# WHAT A GREAT IDEA! 2.0 BY CHIC THOMPSON PDF

What a Great Idea! has sold more than 250,000 copies and is translated into five languages—and now this imaginative guide to thinking creatively is back, in a new and improved 2.0 version. Author Chic Thompson knows that everyone wants to be more creative—and he knows how to make it possible. That's why the Harvard Business School released a case study on his career. Yoshiro NakaMatsu, the inventor of the CD, Floppy Disk and digital watch called Chic Thompson "a creative genius." Based on his entrepreneurial successes and his work at Disney and W.L. Gore & Associates, Thompson has had unparalleled success teaching readers how to harness their ingenuity to generate new product ideas and overcome the bureaucratic language that stifles innovation. This fully illustrated, thoroughly updated paperback edition features even more brain-stimulating suggestions, exercises, action sheets and ideas for encouraging creativity at work, at home, and much more.

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