

IDEA-LINKS

THE NEW CREATIVITY BY JIM LINK



the  
**new**  
creativity

JIM LINK



[MEDIA KIT]

[TheNewCreativity.com](http://TheNewCreativity.com)



## [Meet The Author]

"We've always known creative people are **curious**. That's not surprising. What **IS** surprising is what creative thinkers do with their curiosity. They **analyze**. Yes, creative people are highly analytical, a process powered by their insatiable curiosity. Once you learn **how** and **what** they analyze, you will suddenly see **creativity** in a new way."

**Jim Link** started one of the world's first idea companies in 1994. Since then, he has brought new thinking to more than 100 companies across 160 different product and service categories. Developed over thirty years of hands-on new product innovation, Link's approach to creativity has attracted many of the world's biggest corporate innovation leaders, including 3M, Cargill, General Mills, New Holland, and Nestle. His carefully developed methods have brought proven success and his engaging speaking style consistently earns him rave reviews.

Link teaches marketing and creativity at 3M University, delivers keynote presentations and conducts innovation workshops across the world. After twenty-five years in the idea-generation business, Link shares his profound, yet elegantly simple approach for improving personal and team creativity in his book, *IDEA-LINKS: The New Creativity*. This easy-to-follow innovation guide provides a perfect companion to his presentations and was recently selected as one of this year's Groundbreaking Business Books.

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Check out Jim Link's Video!  
*Idea-Links: The New Creativity*

# [The Book]

The New Creativity: Learn skills. Develop links. Find solutions.

*IDEA-LINKS* demystifies the creative process, providing a simple but powerful approach that anyone can use to increase innovative capacity... a valuable and very necessary addition to the literature on creativity.

—Ian Friendly, COO, General Mills

Idea-Links challenges the conventional wisdom around creativity, replacing it with a new way of thinking that's both surprising and simple.

Creativity is not a latent ability unleashed through wackiness or play. It's a skill. And like any other skill, creativity is built by learning and applying the right disciplines.

The key to building greater creativity? Making idea-links -- the hidden idea-making elements that serve as raw material for making connections. The more idea-links you make, the more creative you become.

Thanks to the clear and friendly guidance of Idea-Links, greater creativity is now an achievable goal controlled by *you*, not by some guy in a rainbow wig. Pick up a copy today to learn more about how to build your creativity.

For your convenience, *IDEA-LINKS: THE NEW CREATIVITY* is available for purchase from the following online vendors:

**Beaver's Pond Press**

**Amazon.com** (hardcover & e-book)

**Barnes & Noble** (hardcover & e-book)

**Magers & Quinn** (independent bookseller)

Also available on iTunes and iBooks



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# [Presentations]

Jim's refreshing, no-nonsense take on creativity and innovation is perfect for large-scale conferences, business training, strategic development meetings, or educational gatherings. Because the IDEA-LINKS concepts are universally applicable, Jim can customize his presentation to your needs to make it immediately relevant to any industry or functional area.

## [Keynote Presentations]

Conference attendees are demanding something more than the silly games and endless list of exercises that passed as creativity training in the past. They want something practical and tangible. They want an approach to creativity they can believe in. Something that works. The New Creativity gives them all that, and more.

## [Corporate Presentations]

Instead of just saying "we need to be more creative," why not do something about it! Jim's approach to creativity is simple and actionable; not mysterious and silly. It will make immediate sense, even to those who are convinced greater creativity is outside their control. Jim will leave your company with a shared approach & vocabulary for pursuing creativity and a workable plan to get the ball rolling.

If creativity is on your radar and you want to make it real, Jim is a must-hear speaker.

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“

Dynamic, energetic, extremely knowledgeable... and has a ton of fantastic examples!

“

Jim dissects the intuitive leaps made by highly creative people into a simple and replicable process that anyone can follow to increase their creative potential.

“

Jim is an engaging, entertaining and informative speaker. The insights that he shared have fostered my own creativity – I highly recommend him!

“

Great! Very applicable. It puts some "science" and common language behind a subconscious event.



# [Workshops]

The New Creativity Workshop™ strips the voodoo and mystery away from creativity and reveals it for what it is—a discipline and skill that with some effort anyone can master. With examples and immediate application across a variety of functional areas, this workshop will forever change how you think about creativity. Creativity will move from being a mysterious, uncontrollable force to a tangible, understandable skill you can systematically build over time.

**This workshop has something for everyone - regardless of your current level of creativity:**

**For those who are insecure about their creativity:** A real, stick-to-the-ribs plan for building your creativity, complete with clear, concrete steps. This won't be the same-old fluff like "release your inner child" or "walk away from the problem" but rather the real work that goes into making yourself more creative.

**For those who already consider themselves highly creative:** A way to finally explain the source of your creativity that will instantly make sense (in hindsight). More importantly, you'll be able to teach others how to mimic what you do naturally (but weren't even aware of).

**For leaders or managers:** A practical plan for continually building the creative capacity of your team, division or organization.

**WARNING:** This is not your clichéd creativity training. No tossing toys. No silly games. No wacky hats. Just the truth about creativity and innovation.

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# [Speaking + Workshops]

Jim Link tells us it's time to accept creativity as a skill that is improved like any other—by learning the disciplines of that skill and then putting in the work. Jim has appeared before audiences worldwide challenging the conventional wisdom surrounding creativity and replacing it with a new way of thinking that's both surprising and simple. Join the list of corporate innovation leaders who rave about The New Creativity and the Idea-Links approach.

- + 3M
- + 2013 Nestle Innovation Meeting Keynote
- + General Mills Consumer Insights Capstone Conference
- + Deloitte Consulting
- + 3M Marketing Excellence Awards
- + General Mills
- + WinSights CEO Conference
- + International Association of Business Communicators  
Pacific Plains Region's Conference
- + MNASQ Quality Summit
- + The Business Bank
- + Twin Cities Peer Business Network
- + Land O' Lakes
- + The Toledo Ad Club
- + The Toro Company
- + Red Wing Shoes
- + Big G Leadership
- + General Electric
- + Breakthrough Innovation
- + Kraft Foods Strategic Innovation Conference

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# International Innovation Leaders Choose The New Creativity + The Idea-Links Approach



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