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Several weeks ago, Alan Iny, who co-authored with Luc De Brabandere, *Thinking in New Boxes: A New Paradigm for Business Creativity* heard that I was launching a new Vistage workshop “Get Creative to General Growth Innovations”

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and shared a pre-publication issue (it will be released mid-September). These Boston Consulting Group authors change the metaphor for Creativity/Innovation from ...

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Brabandere and Alan Iny is a good title for anyone wanting to improve their creativity in a business setting. While focusing on business, the suggestions may be applied to other areas of your life.

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THINKING IN NEW BOXES. —a revolutionary process for sustainable creativity from two strategic innovation experts from The Boston Consulting Group (BCG). To make sense of the world, we all rely on assumptions, on models—on what Luc de Brabandere and Alan Iny call “boxes.”

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Thinking In New Boxes A New Paradigm For Business Creativity This edition published in 2013 by Random House in New York, USA.

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Such boxes help you make sense of the world, but they also can perpetuate biases and outmoded thinking. Leaders of creativity workshops often urge participants to “think outside the box.” That sidesteps a major revelation: Given how the mind processes information, to be innovative you need a new box entirely.

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Thinking in New Boxes Free Summary by Luc De Brabandere et al.

“ Thinking in New Boxes is a five-step guide that leverages the authors’ deep understanding of human nature to enable readers to overcome their limitations and both imagine and create

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today's competitive environment."—Ray O. Johnson, Ph.D.,

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