

# Peter John Comber

---



## The Forces of Collaborative Creativity, by Peter John Comber

Collaborative Creativity is a creative teamwork methodology that promotes shared purpose, empathy and co-ownership. Using short bursts of creative challenges, the method helps people go beyond rational/conscious thinking and uncover, with constructive consequences, the emotional/irrational sphere that influences behaviour.

It was developed specifically for the complex environment of the healthcare industry where aligning multiple, internal and external stakeholders with very diverse points of view can be problematic.

The Forces of Collaborative Creativity is a how-to manual for managers of healthcare companies. As the first book to describe a creative teamwork methodology developed specifically for healthcare businesses, it offers practical advice on how to employ and maximise the benefits of creative processes in this sector.

It's a step-by-step guide to the use of Collaborative Creativity, which includes descriptions of case histories, supporting bibliographic references and numerous examples of creative exercises.

This book explains:

- The five forces of Collaborative Creativity that influence change
- The 8 principles of Collaborative Creativity sessions
- That the effects of creative processes are equally – often more – valuable than the ideas they produce
- How Collaborative Creativity thrives on diversity
- To avoid an innovation killer: the not-invented-here syndrome

Collaborative Creativity is a timely response to the post-pandemic demands of the workplace for more valuable forms of gathering and cooperation.

The Forces of Collaborative Creativity is published  
by Practical Inspiration Publishing, £24.99

