

## **Some Resources about Improv (and Creativity) for Business** **- A list compiled by Kay Ross, as at April 26, 2013**

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Part B: More Generally About Creativity, Play, Innovation... Pp. 10-16

### **Part A: Specifically about Improv and Applied Improv**

“Thriving in Uncertainty – The Promise of Improv” by Kay Ross

<http://www.kayross.com/blog/2012/08/08/thriving-in-uncertainty-the-promise-of-improv/>  
<http://bit.ly/QexMJs>

“How To Succeed In Business: Improvise!” by Kay Ross

<http://www.kayross.com/blog/2013/01/05/how-to-succeed-in-business-improvise/>  
<http://bit.ly/Xu72hl>

“34 Reasons To Learn Improv” by Kay Ross

<http://www.kayross.com/blog/2013/01/12/34-reasons-to-learn-improv/>  
<http://bit.ly/UYTI4e>

“What’s Up Hong Kong? Episode #17 – Kay Ross, Improv and Marketing Guru” - audio recording of a 1hr podcast/interview by Travis Jones with Kay Ross, mainly about improv (and specifically applied improv)

[http://www.speakhk.com/wuhk\\_shows/wuhk17/](http://www.speakhk.com/wuhk_shows/wuhk17/)

“Improv and the Art of Training” by Kat Koppett

<http://www.koppett.com/improv-and-the-art-of-training/>

“Improvisation-Based Organizational Development” by Kat Koppett and Adam Grupper

<http://www.koppett.com/improvisation-based-organizational-development/>

“Improv and the Art of Selling” by Kat Koppett

<http://www.koppett.com/improv-and-the-art-of-selling/>

“Brainstorming: “Yes, and” Like an Improviser” by Liz Caradonna

<http://www.spinsucks.com/marketing/brainstorming-%E2%80%9Cyes-and%E2%80%9D-like-an-improviser/>

“Using Improv in Business e-book” compiled by Ian Gotts & John Cremer

<http://bizimprovlab.files.wordpress.com/2010/12/using-improv-in-business-final-edition-1-02.pdf>

“Using Improv in Business” by Ian Gotts

<http://iangotts.files.wordpress.com/2012/02/using-improv-in-business-e2-v1.pdf>

“TEDxAlbany - Kat Koppett - Improv - Not Just For Comedy Anymore” (video, 18m 13s)

<http://www.youtube.com/watch?v=PZttwFLymJY>

“Comedic skills for a serious role: Improv class teaches med students to think on their feet” by Kevin B. O’Reilly

<http://www.ama-assn.org/amednews/2011/03/07/prsa0307.htm>

Comedian Stephen Colbert’s address to the 2011 graduating class at Northwestern University (June 2011). Starting at the 16m 50s mark, he talks about improv and the life lessons learned from it.

<http://gawker.com/5813202/watch-stephen-colberts-hilarious-northwestern-commencement-speech>

“5 Ways Improv Tools Can Deepen the Value of Your Conference, Meeting or Session” by Jenise Fryatt

<http://www.eventprov.com/2011/06/22/5-ways-improv-tools-can-deepen-the-value-of-your-conference-meeting-or-session/>

“How Improv Can Help Event Pros” by Jenise Fryatt

<http://theconferencepublishers.com/blog/onsite-learning/how-improv-can-help-event-pros/>

“5 More Improv Inspired Ways to Take Your Event to the Next Level” by Jenise Fryatt

<http://www.eventprov.com/2011/06/27/5-more-improv-inspired-ways-to-take-your-event-to-the-next-level/>

“Why using improvisation to teach business skills is no joke” by Mark Tutton

[www.cnn.com/2010/BUSINESS/02/18/improvisation.business.skills/index.html](http://www.cnn.com/2010/BUSINESS/02/18/improvisation.business.skills/index.html)

“Viral Improv” by Applied Improv Network member Viv McWaters

Excerpt: “This is how we get improv into businesses (or anywhere for that matter) – by *being* improvisors, playfully sharing the gifts and being unapologetic about the joy, the laughter and the stimulation that improv provides.”

<http://vivmcwaters.com.au/2011/10/11/viral-improv/>

“Tom Salinsky’s improv wisdom” by Applied Improv Network member Viv McWaters

<http://vivmcwaters.com.au/2012/07/02/tom-salinskys-improv-wisdom/>

“Unpacking applied improv” by Applied Improv Network member Viv McWaters

<http://vivmcwaters.com.au/2012/06/04/unpacking-applied-improv/>

“Facilitation tips for improvisers” by Applied Improv Network member Viv McWaters

<http://vivmcwaters.com.au/2012/09/27/facilitation-tips-for-improvisers/>

“MIT Brings Improv to the MBA Classroom” by Alison Damast

[http://www.businessweek.com/bschools/blogs/mba\\_admissions/archives/2010/12/mit\\_sl\\_oan\\_bring\\_improv\\_to\\_the\\_mba\\_classroom.html](http://www.businessweek.com/bschools/blogs/mba_admissions/archives/2010/12/mit_sl_oan_bring_improv_to_the_mba_classroom.html)

“Improvisation May Be the Key to Successfully Managing Change, Says MIT”  
<http://shar.es/oFnQw>

“Jazz-Inspired: Manage Change by Improvising” by Wanda J. Orlikowski  
[http://mitleadership.mit.edu/pdf/Jazz\\_Inspired\\_final.pdf](http://mitleadership.mit.edu/pdf/Jazz_Inspired_final.pdf)

“Tina Fey’s Rules For Improv...And Your Career” by Bryce Christiansen  
<http://www.youtern.com/thesavvyintern/index.php/2012/01/05/tina-feys-rules-for-improvand-your-career/>

“Tina Fey: ‘30 Rock’ Star’s Success Secret: ‘Say Yes’” by Tina Fey  
[http://www.huffingtonpost.com/2013/01/12/tina-fey-30-rock-star-success\\_n\\_2458102.html](http://www.huffingtonpost.com/2013/01/12/tina-fey-30-rock-star-success_n_2458102.html)

“Improvising Creativity” by Douglas Eby (it includes a 6m 47s video with Tina Fey)  
<http://blogs.psychcentral.com/creative-mind/2012/04/improvising-creativity/>

“Innovation at the Speed of Laughter” by Brian Belmont  
Sub-title: “Six improvisational insights the Brave New Workshop uses to help companies enhance employee creativity and performance.”  
<http://minnesotabusiness.com/article/innovation-speed-laughter>

“Collaborate to Create” – a TEDx talk by British improv performer and corporate trainer Neil Mullarkey (video, 13m 5s)  
<http://tedxtalks.ted.com/video/TEDxYouthBath-Neil-Mullarkey-Co>

“Neil Mullarkey talks about Improv for Biz and the MICL” (video, about 3m)  
<http://www.youtube.com/watch?v=RWUOyeI5AQc&feature=related>  
(MICL = Masters in Innovation, Creativity & Leadership course from City University London)

“Neil Mullarkey Showreel” - he talks about using improv in communications training (video, 5m 22s)  
<http://mullarkey.me/learn/showreel/>

“TEDxVictoria - Dave Morris: The Way of Improvisation” (video, 10m 50s)  
<http://www.youtube.com/watch?v=MUO-pWJ0riQ>

“Beyond Control. A complex world demands the ability to improvise” by Robert Poynton (video, 19m 53s)  
<http://www.dolectures.com/lectures/beyond-control-a-complex-world-demands-the-ability-to-improvise/>

“Why leading business schools are turning to applied improvisation - Times report” by Applied Improvisation Network member Paul Jackson

<http://www.impro.org.uk/content/why-leading-business-schools-are-turning-applied-improvisation-times-report>

“History of the AIN” - Paul Jackson, President of the Applied Improvisation Network, speaks about applied improvisation at TEDxLSE (video, 13m 20s)

<http://www.appliedimprov.com/about-ain/history-of-the-ain/>

On the website of Maffick - 2 short videos about applied improv, featuring Applied Improvisation Network member Paul Jackson

<http://www.maffick.com/content/how-we-work>

“Why Improvisation?” on the website of Maffick

<http://www.maffick.com/content/why-improvisation>

“Replace Mistakenness With Effectiveness” by Mike Bonifer

<http://www.gamechangers.com/index.html/archives/2899>

Note: GameChangers = improvisation for business in the networked world

“What Is Applied Improvisation?” on the website of the Applied Improvisation Network

<http://www.appliedimprov.com/what-is-applied-improvisation/>

“It’s Not Quite Funny Or Die, But Improv Works To Fuel Powerful Innovation” by Lydia Dishman

<http://www.fastcompany.com/1826837/its-not-quite-funny-or-die-using-improv-to-fuel-powerful-innovation>

“Using “Improv” to Prepare for an Interview” [author’s name not specified]

<http://www.sph.umn.edu/2012/04/using-improv-to-prepare-for-an-interview/>

“What Improv Teaches Us About Creativity” by Sam McNerney

<http://bigthink.com/insights-of-genius/what-improv-teaches-us-about-creativity>

“Let’s Improvise Together: How Community Management is Like Improv” by Christian Rooney

<http://www.edelmandigital.com/2012/05/15/community-management-is-like-improv/>

“Can Scorpions smoke?” blog by Steve Chapman, about complexity, improvisation and creativity in the corporate world

<http://canscorpionssmoke.wordpress.com/2012/05/21/be-obvious-be-altered/>

“6 Things Comedians Can Teach You About Public Speaking” by Mike Michalowicz

<http://www.openforum.com/articles/the-6-things-comedians-can-teach-you-about-public-speaking>

“The “Yes, And...” Approach: Less Ego, More Openness, More Possibility” by Scott McDowell

<http://the99percent.com/tips/7183/The-Yes-And-Approach-Less-Ego-More-Openness-More-Possibility>

“The Tao of Improv” by Robert Taibbi  
<http://www.bobtaibbi.com/page7/page8/page8.html>

“Using Improv Methods to Overcome the Fear Factor” by Andrew Tarvin  
<http://www.humorthatworks.com/benefits/using-improv-methods-to-overcome-the-fear-factor/>

“10 Life Tips from Improv Class” by Andrew Tarvin  
<http://www.humorthatworks.com/learning/10-life-tips-from-improv-class/>

“The Second City Way Of Better Brainstorming” by Denis Wilson  
<http://www.fastcompany.com/1841545/the-second-city-way-of-better-brainstorming>

“Why using improvisation to teach business skills is no joke” by Mark Tutton  
<http://edition.cnn.com/2010/BUSINESS/02/18/improvisation.business.skills/index.html>

“Do Improv Comedians Make the Best Design Thinkers?” by Cliff Kuang  
<http://www.fastcompany.com/1576793/do-improv-comedians-make-the-best-design-thinkers>

“Using Improv to Save the World (For Real This Time)” by Michelle Holliday  
<http://www.maffick.com/content/using-improv-save-world-real-time>

“Spontaneous Creativity Workshop - Developing business skills using improv comedy techniques” by Paul Sloane  
<http://www.destination-innovation.com/Improv.pdf>

“What is Applied Improv?” by Richard Cox  
<http://improvnotebook.com/blog/2010/08/07/what-is-applied-improv/>

“Why improv can help your team collaborate” by Richard Cox  
<http://improvnotebook.com/blog/2012/01/09/why-improv-can-help-your-team-collaborate/>

“Applied Improv Principles: Celebrate Failure” by Richard Cox  
<http://improvnotebook.com/blog/2010/08/25/applied-improv-principles-celebrate-failure/>

“Five Innovation Lessons from Improv Comedy” by Woody Bendle  
<http://brainzooming.com/five-innovation-lessons-from-improv-comedy-by-woody-bendle/11513/>

“If Miles Davis Taught Your Office To Improvise” by Frank J. Barrett  
<http://www.fastcompany.com/3000340/if-miles-davis-taught-your-office-improvise>

“What Leaders Can Learn from Jazz” (audio recording, 19m 28s)

An interview with Frank Barrett, jazz pianist and author of “Yes to the Mess: Surprising Leadership Lessons from Jazz”. He is a professor of management at the Naval Postgraduate School in Monterey, California.

He talks about improvisation (in jazz, in acting and in business).

<http://blogs.hbr.org/ideacast/2012/08/what-leaders-can-learn-from-ja.html>

“3 Improv Exercises That Will Take Your Content Brainstorms to the Next Level” by Frank McDade

<http://www.contentmarketinginstitute.com/2012/08/3-exercises-for-content-brainstormsntent-brainstorms-to-the-next-level/>

“Jason Geary The Impro Man” by K.E. Weber

<http://www.theatrepeople.com.au/features/jason-geary-impro-man>

“Embracing the Elements - an activity for applying improvisation in conversation and presentation” by Paul Levy

[http://appliedimprov.ning.com/forum/topics/embracing-the-elements-an-activity-for-applying-improvisation-in?xg\\_source=activity](http://appliedimprov.ning.com/forum/topics/embracing-the-elements-an-activity-for-applying-improvisation-in?xg_source=activity)

“Best-Kept Secret to Creating Social Change: Improv” [author’s name not specified]

<http://www.good.is/posts/best-kept-secret-to-creating-social-change-take-an-improv-class>

“The Improv Evangelist” by Jon Trevor (video, 4m 52s)

<http://improvangelist.wordpress.com/>

“The Transformative Failure Bow (Part 1 of 2)” by Ted DesMaisons

The Failure Bow has a long and treasured history in the world of improvisational theater. Recent research demonstrates that there’s a life-changing reason why. This two-part post will show you how the technique can interrupt feelings of shame and self-defeat; deliver greater confidence, clarity, and calm—and activate waves of resilient joy.

<http://tedwordsblog.com/2012/10/10/the-transformative-failure-bow-part-1-of-2/>

“The Transformative Failure Bow (Part 2 of 2)” by Tes DesMaisons

<http://tedwordsblog.com/2012/10/13/the-transformative-failure-bow-part-2-of-2/>

“Everyone’s a Comedian? Not At Improv School” by Julia Flucht

<http://ht.ly/1OVgPg>

“AIN President Bulletin: Is improvisation in the index?”

<http://appliedimprov.ning.com/forum/topics/ain-bulletin-is-improvisation-in-the-index>

“25 Improv Tricks That Will Make You a Better Business Person”

<http://www.bschool.com/blog/2011/25-improv-tricks-that-will-make-you-a-better-business-person/>

“Entrepreneurs Use Improv to Improve Business Skills” by Jackie Nagel  
<http://www.synnovatia.com/business-coaching-blog/bid/136723/Entrepreneurs-Use-Improv-to-Improve-Business-Skills>

“Why improv?” by Washington Improv Theater (about why improv is important in business)  
<http://www.washingtonimprovtheater.com/pages.php?pageName=whyimprov>

“3 Ways Improv Training Can Improve Customer Service” by Daniel Sobol and Toby Bottorf  
<http://www.fastcodesign.com/1671198/3-ways-improv-training-can-improve-customer-service>

“Best-Kept Secret to Creating Social Change: Improv” by Marc Evan Jackson  
<http://www.good.is/posts/best-kept-secret-to-creating-social-change-take-an-improv-class>

“When The Art Of The Deal Includes Improv Training” by Julia Flucht  
<http://www.wbur.org/npr/166484466/it-s-improv-night-at-business-school>

“Tell New Stories: Andrew McMasters and Andre Golard” – a TEDxRainier talk about the lessons of improv for daily life (video, 6m 11s)  
<http://www.youtube.com/watch?v=cRi5hvxsXzY&list=PLsRNoUx8w3rOfMtPazrcDrnUB-Q5vhqT0&index=16>

“How to think faster, better on your feet” from CNN  
<http://edition.cnn.com/2008/LIVING/08/12/rs.how.to.think.on.feet/index.html>

“Use Improvisation Techniques To Be a Better Leader” - Brett Clay interviews Avish Parashar  
<http://actuationzone.com/2011/06/use-improvization-techniques-to-be-a-better-leader/>

“The Failure Bow: Matt Smith at TEDx Bellevue” (video, 12m 13s)  
Seattle improviser and auctioneer Matt Smith shows how altering our physiological response to failure can lead to transparency, availability, flexibility and even happiness.  
<http://www.youtube.com/watch?v=cXuD2zHVeB0>

“Improv 101: The Key to Thinking Fearlessly” by Jonathan Fowler and Elizabeth Rodd  
<http://bigthink.com/big-think-tv/improv-101-be-a-critical-thinker>

“Use Improv to Brainstorm Effectively” by Mark Peter Davis  
<http://www.inc.com/mark-peter-davis/use-improv-to-brainstorm-effectively.html>

“Adopt a Cow: Strategy as Improvisational Theater” by Rosabeth Moss Kanter  
<http://blogs.hbr.org/kanter/2010/10/adopt-a-cow-strategy-as-improv.html>

“The Benefits of Improvisation” by Wade Jackson  
<http://www.improvwarrior.com/benefits.html>

“Expand Your Story: Improv for Reinvention” - Slideshare presentation by Michelle James  
<http://www.slideshare.net/mjames7770/improv-for-creative-reinvention>

“Creativity in Business: Bringing Your Whole Brain to Work” – a video (29m 55s) with Michelle James. She talks about applying improv in business, and also about storytelling and somatics  
<http://wemeanbiz.tv/2012/01/04/creativity-in-business-bringing-your-whole-brain-to-work-michelle-james/>

“Improv Theater and Complex Adaptive Systems” by Michelle James  
[http://creativeemergence.typepad.com/the\\_fertile\\_unknown/2009/12/improv-theater-and-complex-adaptive-systems.html](http://creativeemergence.typepad.com/the_fertile_unknown/2009/12/improv-theater-and-complex-adaptive-systems.html)

“TEDx CreativeCoast Talk on Improv for Cultivating Sustainable Creativity” by Michelle James (video, 15m 30s)  
<http://www.youtube.com/watch?v=OhaKB-0pYLw>

“Accepting vs. Agreeing” by Michelle James  
[http://creativeemergence.typepad.com/the\\_fertile\\_unknown/2009/01/accepting-vs-agreeing.html](http://creativeemergence.typepad.com/the_fertile_unknown/2009/01/accepting-vs-agreeing.html)

“Improv Comedy Helping Improve Communication At Work” by Chris Stanford  
<http://minnesota.cbslocal.com/2013/01/17/improv-comedy-helping-improve-communication-at-work/>

“Theater Education Programs Are in Demand for Workforce Creativity” by Bruce E. Whitacre  
[http://www.huffingtonpost.com/bruce-whitacre/theater-education\\_b\\_2529735.html?utm\\_hp\\_ref=fb&src=sp&comm\\_ref=false](http://www.huffingtonpost.com/bruce-whitacre/theater-education_b_2529735.html?utm_hp_ref=fb&src=sp&comm_ref=false)

“Quick-change: improvisation key to coping with complexity” by Jude Treder-Wolff  
Including this quote from the *Ivey Business Journal*:  
“Coping with the complexity of today’s business environment is not about predicting the future or reducing risk. It’s about building the capacity, in yourself, your people, and the organization to adapt continuously and learn speedily, in order to maximize the chances of seizing fleeting opportunities.”  
<http://livesinprogressnewsletter.blogspot.hk/2012/12/improv-trains-us-to-deal-with-diversity.html>



““Yes, and Thank You:” Improv in the Nonprofit Sector” by Meredith Badler  
<http://coronainsights.com/2013/01/yes-and-thank-you-improv-in-the-nonprofit-sector/>

“For Leaders, Improv Training Is No Laughing Matter” by Frank Kalman  
<http://clomedia.com/articles/view/for-leaders-improv-training-is-no-laughing-matter/1>

“Comedy in Business: What Improv Can Do For Your Team” by Julia Camenisch  
<https://www.odesk.com/blog/2013/03/comedy-in-business-what-improv-can-do-for-your-team/>

“How to ennoble the human spirit at work? Perform and play!” by Marian Rich  
<http://marianrich.posterous.com/how-to-ennoble-the-human-spirit-at-work-perfo>

“How Improv Acting Makes Better Technologists” by Jessica Trybus  
<http://techonomy.com/2013/03/how-improv-acting-makes-better-technologists/>

“Return On Improv (Our ROI)” by Carolina Improv Training & Entertainment  
That page includes a list of links to “Articles/Case Studies About Improvisation For Business”  
<http://www.improviseyourbusiness.com/returnonimprov/>

“Meet Your Monster: Gary Hirsch at TEDxConcordiaUPortland” (video, 18m 40s) about fruitful, surprising, inspiring collaborations. How? Ask for help. Let go (be changed by what you hear). Use other people’s stuff.

Quote: “Improv is a high-wire collaboration act.”

Gary Hirsch is an artist, illustrator, improviser, and co-founder of On Your Feet—a consultancy that collides improv with business to help companies relate, create and collaborate, all while having a ridiculously good time.

[http://www.youtube.com/watch?v=K\\_LqFMYWSEg](http://www.youtube.com/watch?v=K_LqFMYWSEg)

“MIT Experts Blog | Using Improvisation to Develop Leadership” (video, 3m 31s)  
Daena Giradella, MIT Sloan Lecturer, Leadership Center, discusses using improvisation to develop leadership

[https://www.youtube.com/watch?feature=player\\_embedded&v=-KfuzO6t998](https://www.youtube.com/watch?feature=player_embedded&v=-KfuzO6t998)

“Going beyond “hello”: Dan Klein at TEDxStanford” (video, 8m 26s) - about “how to reclaim that improviser’s spirit” (Yes, and...)

<http://www.youtube.com/watch?v=d84AfRFIYf8>

“Using improv to improve teams in the workplace” by Rachel Ben Hamou  
<http://www.agileimprov.com/posts/using-improv-to-improve-teams-in-the-workplace-2013-02-21.html>

“TEDxMcGill - Marc Rowland and Brent Skagford - Yes and: an Improviser’s Guide” (video, 9m 1s)

<http://impromptyou.co.uk/?p=490>

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## Part B: More Generally About Creativity, Play, Innovation...

“IBM 2010 Global CEO Study: Creativity Selected as Most Crucial Factor for Future Success”

Excerpt: “According to a major new IBM survey of more than 1,500 Chief Executive Officers from 60 countries and 33 industries worldwide, chief executives believe that -- more than rigor, management discipline, integrity or even vision -- successfully navigating an increasingly complex world will require creativity.”

<http://www-03.ibm.com/press/us/en/pressrelease/31670.wss>

“Business has Much to Learn from the Arts” an article in *The Economist*  
[It doesn’t explicitly mention improv, but it gets very close.]

<http://www.economist.com/node/18175675>

“Work Smart: Brainstorming Techniques to Boost Creativity” by Gina Trapani

[http://www.fastcompany.com/article/work-smart-brainstorming-techniques-to-boost-creativity?partner=rss&utm\\_source=twitterfeed&utm\\_medium=twitter](http://www.fastcompany.com/article/work-smart-brainstorming-techniques-to-boost-creativity?partner=rss&utm_source=twitterfeed&utm_medium=twitter)

“The Importance of Creativity” (video, 4m 19s, filmed in Hong Kong)

Marketing TV speaks to Leo Burnett chairman and worldwide CEO Tom Bernardin about the role of creativity in today’s technology-driven market.

<http://www.youtube.com/user/MarketingMagGroup#p/a/u/0/lyoxTKmT5Ng>

“The Neuroscience of Play: What Play Does for You and Your Brain, and What Happens to You if You Don’t Play” from the Aspen Ideas Festival (video, 72m 9s)

<http://aifestival.org/session/neuroscience-play-what-play-does-you-and-your-brain-and-what-happens-you-if-you-dont-play>

“Fredrik Haren @ Speakers Connect - Business Creativity” (video, 14m 29s)

<http://www.youtube.com/watch?v=rT7dH04oAH4&feature=youtu.be>

“Can Creativity Be Taught?” by August Turak

<http://blogs.forbes.com/augustturak/2011/05/22/can-creativity-be-taught/>

“What is Creativity?” by Linda Naiman

<http://www.creativityatwork.com/articlesContent/whatis.htm>

“Make ‘Em Laugh” by Barbara Haislip

<http://online.wsj.com/article/SB10001424052748703493504576008113054219734.html>

“Laughter’s the best medicine suggests study”

[http://www.ox.ac.uk/media/news\\_stories/2011/111409\\_1.html](http://www.ox.ac.uk/media/news_stories/2011/111409_1.html)

Book: "Spark: How Creativity Works" by Julie Burstein  
<http://www.amazon.com/Spark-Creativity-Works-Julie-Burstein/dp/0061732311>

"Why Creativity?" by Tanner Christensen et al  
<http://aspindle.com/ebooks/why-creativity/>

"Wanted: Idea Fusers" by Bronwyn Fryer [I posted a comment about improv. Kay]  
[http://blogs.hbr.org/hbr/hbreditors/2012/02/fryer\\_title\\_to\\_come.html](http://blogs.hbr.org/hbr/hbreditors/2012/02/fryer_title_to_come.html)

"Are Funny People More Successful In Business?" by Jenna Goudreau  
<http://www.forbes.com/sites/jennagoudreau/2012/02/21/funny-people-more-successful-in-business-humor-workplace/>

"How To Be Creative" by Jonah Lehrer  
<http://online.wsj.com/article/SB10001424052970203370604577265632205015846.html>

"29 Ways to be Creative" by TO-FU  
<http://vimeo.com/24302498>

"A Crash Course on Creativity" by Jessica Stillman (it includes a 40m 32s video with Tina Seelig) - about creativity in individuals, teams and organisations  
<http://www.inc.com/jessica-stillman/maximize-your-creativity-a-crash-course.html>

"A Crash Course in Creativity" by chersanga (about Professor Tina Seelig's course in creativity and innovation at Stanford University)  
<http://chersanga.com/2012/09/26/a-crash-course-in-creativity/>

"A crash course in creativity: Tina Seelig at TEDxStanford" (video, 18m 16s)  
<http://www.youtube.com/watch?v=gyM6rx69iqg>

"Exploring the Science of Creativity" (video, 45m 45s)  
"Creativity is worth billions to businesses - and not just to the bosses of the holding companies. Yet we tend to shy away from understanding how creativity works and how we can make it better, as if enquiring too deeply into its black box process may render it less effective."  
<http://vimeo.com/25362662>

"Creativity: The Strategic Tool Of The Twenty-first Century" by Tania De Jong  
<http://absmagazine.com.au/2012/04/18/creativity-the-strategic-tool-of-the-twenty-first-century/>

"Unmanaging: Unleashing the Creative Beast" by Tara Hunt (in particular, see slide #60)  
<http://www.slideshare.net/missrogue/unmanaging-unleashing-the-creative-beast>

"100 Simple Ways to Be More Creative on the Job"

[http://www.ideachampions.com/weblogs/archives/2012/04/post\\_7.shtml](http://www.ideachampions.com/weblogs/archives/2012/04/post_7.shtml)

“Dancing About Architecture: A Field Guide to Creativity” by Maria Popova  
<http://www.brainpickings.org/index.php/2012/04/27/dancing-about-architecture-phil-beadle/>

“How To Evolve Creativity Through Chaos [Need To Know]” by Allie Walker  
<http://jeffreydavis.visibli.com/share/r7hBhV>

“David Kelley: How to build your creative confidence” TED talk (video, 11m 47s)  
<http://jeffreydavis.visibli.com/share/47GrQy>

“Stop talking, start making” video (1 minute) with David Kelley of IDEO  
<https://vimeo.com/gatv/review/36608732/2e5139b793>

“Happiness Makes Your Brain Work Better” by Jessica Stillman, with a 12-minute video of a TED talk by Shawn Achor  
<http://www.inc.com/jessica-stillman/happiness-makes-your-brain-work-better.html>

“John Cleese on the 5 Factors to Make Your Life More Creative” by Maria Popova (including a video, 13m 35s)  
<http://www.brainpickings.org/index.php/2012/04/12/john-cleese-on-creativity-1991/>

“4 Lessons In Creativity From John Cleese” by Rae Ann Fera  
<http://www.fastcocreate.com/1680999/4-lessons-in-creativity-from-john-cleese>

“You Don’t Need a PhD to Innovate” by Dan Pallotta  
<http://blogs.hbr.org/pallotta/2012/06/you-dont-need-a-phd-to-innovat.html>

“Is curiosity the key to creativity?” by Eric Barker  
<http://www.businessinsider.com/is-curiosity-the-key-to-creativity-2012-7>

“Honda: Failure The Secret to Success” (video, 8m 20s)  
<http://www.youtube.com/watch?v=bF5465Dyaew>

“ROR — Companies Must Foster Creativity” by Ted Rubin, with a video, 9m 31s [ROR = Return on Relationship]  
<http://www.tedrubin.com/ror-companies-must-foster-creativity/>

“state of create study - Global benchmark study on attitudes and beliefs about creativity at work, school and home” from Adobe  
[http://www.adobe.com/aboutadobe/pressroom/pdfs/Adobe\\_State\\_of\\_Create\\_Global\\_Benchmark\\_Study.pdf](http://www.adobe.com/aboutadobe/pressroom/pdfs/Adobe_State_of_Create_Global_Benchmark_Study.pdf)

“The Secret Phrase Top Innovators Use” by Warren Berger [The phrase is: “How Might We...?”]

[http://blogs.hbr.org/cs/2012/09/the\\_secret\\_phrase\\_top\\_innovato.html](http://blogs.hbr.org/cs/2012/09/the_secret_phrase_top_innovato.html)

“The No. 1 Enemy of Creativity: Fear of Failure” by Peter Sims  
[http://blogs.hbr.org/cs/2012/10/the\\_no\\_1\\_enemy\\_of\\_creativity\\_f.html](http://blogs.hbr.org/cs/2012/10/the_no_1_enemy_of_creativity_f.html)

“Adults Just Want to Play” by Evan Bailyn  
[http://www.huffingtonpost.com/evan-bailyn/caines-arcade\\_b\\_1432773.html](http://www.huffingtonpost.com/evan-bailyn/caines-arcade_b_1432773.html)

“What is the connection between creativity and workplace wellness?” by Linda Naiman  
<http://www.creativityatwork.com/2012/10/18/what-is-the-connection-between-creativity-and-workplace-wellness/>

“Creativity and the Meaning of Work” by Linda Naiman  
<http://www.creativityatwork.com/creativity-and-the-meaning-of-work/>

“Ken Robinson: The Path to Success” (video, 1m 20s, about “failure”)  
[https://www.youtube.com/watch?feature=player\\_embedded&v=H9W2HIIn0jM](https://www.youtube.com/watch?feature=player_embedded&v=H9W2HIIn0jM)

“CREATIVITY & INNOVATION with Teresa Amabile” (video, 1m 9s)  
<http://www.youtube.com/watch?v=XVTSmClf2Xc&feature=youtu.be>

“Laughter is the Best Medicine - The Health Benefits of Humor and Laughter” by Melinda Smith, M.A., Gina Kemp, M.A., and Jeanne Segal, Ph.D.  
[http://www.helpguide.org/life/humor\\_laughter\\_health.htm](http://www.helpguide.org/life/humor_laughter_health.htm)

“That Will Never Work, From Completely Stupid to Crazy Ideas That are Genius [video]” (39m 57s, featuring John Graham-Cumming)  
<http://www.youbrandinc.com/marketing-news/business-development/that-will-never-work-from-completely-stupid-to-crazy-ideas-that-are-genius-video/>

““PLAY Without Ceasing” (Interview: Why Work & Play Aren’t Opposites...)” by Jeffrey Overstreet  
<http://spu.edu/depts/uc/response/new/2012-autumn/features/play-without-ceasing.asp>

“Seven Ways to Bring Play to Work” by Leif Hansen  
<http://www.sparkinteraction.com/pages/blog-article?r=5Y5X3LQVF0>

“The Secrets Of Generation Flux - How brilliantly managed chaos sparks success inside Nike, Box, Cisco, Foursquare, Intuit, and more.” by Robert Safian  
<http://www.fastcompany.com/3001734/secrets-generation-flux>

“Inspire, Feature Documentary” - interviews with creative people (video, 42m)  
<http://vimeo.com/52589203>

“Fast Company – Storytelling & Creative Process Tips from the 100 Most Creative People in Business 2012” by Mike Brown

<http://brainzooming.com/fast-company-storytelling-creative-process-tips-from-the-100-most-creative-people-in-business-2012/12257/>

“The Bias Against Creatives as Leaders” by Heidi Grant Halvorson  
<http://99u.com/tips/7261/The-Bias-Against-Creatives-as-Leaders>

“Facing the Unimaginable, and Leading Anyway” by Sarah Green  
The author says that when training leaders, “you have to train so that what you’re really practicing is staying calm, thinking quickly, and problem-solving.” [I say yes, and isn’t that exactly what improvisation performers do? Kay]  
[http://blogs.hbr.org/hbr/hbreditors/2012/12/facing\\_the\\_unimaginable\\_and\\_le.html](http://blogs.hbr.org/hbr/hbreditors/2012/12/facing_the_unimaginable_and_le.html)

“Tim Brown: Tales of creativity and play” - TED video, 27m 54s  
[http://www.ted.com/talks/tim\\_brown\\_on\\_creativity\\_and\\_play.html](http://www.ted.com/talks/tim_brown_on_creativity_and_play.html)

“Creativity as a Life Skill: Gerard Puccio at TEDxGramercy” (video, 18m 45s)  
<http://www.youtube.com/watch?v=ltPAsp71rmI>

Videos about creativity, from the International Center for Studies in Creativity at Buffalo State University of New York  
<http://www.buffalostate.edu/creativity/creativity101.xml>

One of the videos in the above series is: “Organizational Creativity” (video, 8m 51s)  
Excerpt: The forces of “organization” are: efficiency, repeatability, predictability, and the forces of creativity are: taking risks, experimenting, doing things differently, looking at alternatives  
[http://www.youtube.com/watch?v=RNUlxwBC8vg&context=C334ece0AD0EqsToPDskJARHe0ki\\_Zvtu6hyjJ8hDD](http://www.youtube.com/watch?v=RNUlxwBC8vg&context=C334ece0AD0EqsToPDskJARHe0ki_Zvtu6hyjJ8hDD)

“Why Failure Is Good for Leaders” by Dorie Clark  
<http://www.forbes.com/sites/dorieclark/2013/01/03/why-failure-is-good-for-leaders/>

“Why Leaders Should Embrace Being Wrong” by Dorie Clark  
<http://www.forbes.com/sites/dorieclark/2012/03/26/why-leaders-should-embrace-being-wrong/>

“Creativity & Innovation” - Keith Sawyer’s blog  
<http://keithsawyer.wordpress.com/>

“Nine Rules for Stifling Innovation” by Rosabeth Moss Kanter  
<http://blogs.hbr.org/kanter/2013/01/nine-rules-for-stifling-innova.html>

“15 Foundations for Facilitating Creativity at Work” by Michelle James  
[http://creativeemergence.typepad.com/the\\_fertile\\_unknown/2010/09/facilitating-creative-process.html](http://creativeemergence.typepad.com/the_fertile_unknown/2010/09/facilitating-creative-process.html)

“7 Characteristics Of Innovative Companies” by Jeffrey Paul Baumgartner  
<http://designtaxi.com/article/102017/7-Characteristics-Of-Innovative-Companies/>

“All About Creativity” – a list of resources  
<http://www.psychologytoday.com/basics/creativity>

“Creative Thinking – 6 Surefire Ways to Unleash Business Creativity” by Randall Rozin  
<http://brainzooming.com/creative-thinkingsix-surefire-ways-to-unleash-business-creativity-by-randall-rozin/15847/>

“Creativity Tips From 5 Very Funny People” by Samuel Bacharach  
<http://ht.ly/hT92D>

“How Serious Play Leads To Breakthrough Innovation” by Bruce Nussbaum  
<http://www.fastcodesign.com/1671971/how-serious-play-leads-to-breakthrough-innovation>

“Why we have our best ideas in the shower: The science of creativity” by Leo Widrich  
<http://blog.bufferapp.com/why-we-have-our-best-ideas-in-the-shower-the-science-of-creativity>

“No Joke: Stand-Up Comedy Training for Employees Can Improve Workplace Culture” by Max Mihelich  
<http://www.workforce.com/article/20130116/NEWS01/130119963>

“Creativity: a Cure for the Common Curriculum” by Dan Berrett  
<http://chronicle.com/article/The-Creativity-Cure/138203/>

“Seth Godin on The Icarus Deception, risk-taking and why it’s better to be sorry than safe [Video]” by Paul Sawers (22m 20s)  
<http://thenextweb.com/video/2013/01/18/seth-godin-the-icarus-deception-and-why-its-better-to-be-sorry-than-safe-interview/>

“Seth Godin on Why Business Leaders Should Think Like Artists” by Bryan Elliott (with a video of Bryan’s interview with Seth, 44m 27s)  
Seth doesn’t explicitly talk about improv, but he does talk about risk-taking, vulnerability and getting out into the world to make an offer.  
<http://www.entrepreneur.com/video/226328>

“Creativity and Imagination: Gregg Fraley at TEDxStormont” (video, 19m 28s)  
Gregg Fraley is an American writer, speaker, and consultant in the area of innovation and commercial creativity.  
<http://www.youtube.com/watch?v=scVwv1g1cJc>

“The link between art and innovation” by Chris “Kiff” Gallagher Jr.

<http://www.politico.com/story/2013/04/the-link-between-art-and-innovation-89713.html#.UWgLQnBL0II.twitter>

“10 Practices from the Most Innovative Organizations” by David Burkus  
[http://www.creativitypost.com/business/10\\_practices\\_from\\_the\\_most\\_innovative\\_organizations](http://www.creativitypost.com/business/10_practices_from_the_most_innovative_organizations)

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